

THE INFLUENCE OF CSR ON CUSTOMER LOYALTY WITH TRUST AND CUSTOMER SATISFACTION AS MEDIATING VARIABLES AT PT. SWEN INOVASI TRANSFER



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Abstract

This study aims to analyze the impact of Corporate Social Responsibility (CSR) on customer loyalty, mediated by customer trust and satisfaction, at PT. Swen Inovasi Transfer, which implements a CSR program in the form of biogas digester assistance. The program seeks to introduce biogas as an environmentally friendly renewable energy source and to raise public awareness of the importance of clean energy. This research employs SEM-PLS analysis to examine the direct and indirect effects of CSR on customer loyalty. The findings reveal that CSR has a significant positive impact on customer satisfaction and loyalty, and it can enhance loyalty through increased satisfaction. However, customer trust was not found to have a significant effect on loyalty. These findings suggest that effective CSR programs should incorporate efforts to enhance customer satisfaction in order to build sustainable loyalty, with a particular emphasis on transparency and product quality.

Keywords: Fund Distribution, Corporate Social Responsibility, Biogas Digester, Customer Loyalty, Customer Trust, Customer Satisfaction, PT. Swen Inovasi Transfer

INTRODUCTION

PT. Swen Inovasi Transfer is a pioneering company in the development of biogas digesters in Indonesia. A biogas digester is a renewable energy technology that produces biogas through the digestion of organic materials. According to Kapoor et al. (2020) and Sawyerr et al. (2019), biogas holds significant potential to meet energy needs while preserving environmental sustainability, especially in developing countries such as Indonesia. PT. Swen Inovasi Transfer has developed and marketed biogas products targeting households and commercial sectors in more than 34 provinces and 405 districts.

One of the company's marketing programs is Corporate Social Responsibility (CSR). CSR refers to a company's social responsibility for the impact of its business activities on society and the environment, going beyond legal obligations for the sake of social good (McWilliams & Siegel, 2001). CSR can enhance a company's reputation and have a positive long-term impact on financial performance (Porter & Kramer, 2006). This CSR program often involves third parties tasked with distributing CSR funds to the appropriate recipients. PT. Swen Inovasi Transfer acts as a third party in implementing CSR programs in the form of providing biogas digester assistance to communities.

Large companies/institutions funding CSR initiatives, such as Bank Indonesia, PT. Semen Indonesia Group, and PT. Toyota Motor Manufacturing Indonesia, collaborate with PT. Swen Inovasi Transfer to introduce biogas to communities as an environmentally friendly energy alternative. Through this CSR program, PT. Swen Inovasi Transfer not only provides biogas digester products but also offers assistance in the form of training and education for the beneficiaries to ensure a thorough understanding of the benefits and usage of biogas. This aims to enable communities to maximize the use of biogas products while building awareness of the importance of renewable energy. In this way, CSR is not just a giving program but also a sustainable empowerment strategy for its beneficiaries.

This study aims to analyze the impact of CSR implementation by PT. Swen Inovasi Transfer, in the form of providing biogas digester assistance, on the loyalty of CSR beneficiaries. Loyalty can be seen in two dimensions: behavioral loyalty (repeat purchases) and attitudinal loyalty (positive attitudes toward the product) (Kahn et al., 2021; Danh & Dang, 2020). The study will also explore how CSR can influence customer trust and satisfaction, where customer trust is the belief that the product provider will deliver the expected value without direct supervision (Mayer & Davis, 1999). This trust consists of three aspects: competence, benevolence, and integrity of the product provider (Mayer & Davis, 1999; Sumarwan, 2002). In the context of CSR and biogas marketing, consumer trust will be more firmly established if PT. Swen Inovasi Transfer can demonstrate a long-term commitment to providing quality biogas products while supporting beneficiaries with training and education.

Customer satisfaction itself is a key factor in creating customer loyalty (Kotler & Keller, 2016). Satisfied customers are more likely to repurchase and recommend the product to others (Giese & Cote, 2002; Oliver, 2010). In the context of biogas products, the level of customer satisfaction will largely depend on how well the biogas product meets their energy needs and the extent of support provided through the CSR program.

Through this study, it is expected to provide a clearer picture of the role of CSR in biogas product marketing and its implications for customer loyalty, particularly in Indonesia.

This research employs Structural Equation Modeling - Partial Least Squares (SEM-PLS) to analyze the influence of Corporate Social Responsibility (CSR) on customer loyalty, taking into account the role of customer trust and satisfaction as mediating variables in the context of biogas marketing carried out by PT. Swen Inovasi Transfer.

LITERATURE REVIEW

Corporate Social Responsibility (CSR)

CSR, or corporate social responsibility, is defined as “an action that appears to further some social good, beyond the interests of the firm and that which is required by law” (McWilliams & Siegel, 2001).

Customer Loyalty

The concept of customer loyalty, as explained by Kotler and Keller (2016), is “...a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior.”

Customer Trust

According to Mayer and Davis (1999), it is the willingness or readiness of consumers to be vulnerable to a product or service they consume, based on the expectation that the product or the provider will deliver the best to the trusting consumer, regardless of the consumer’s ability to monitor or control it.

Customer Satisfaction

The concept of customer satisfaction, in its simplest sense, as described by Kotler and Keller (2016), is a development of the basic logic of satisfaction. For them, satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing the perceived performance of a product with their expectations.

Biogas Digester

A biogas digester is a closed-reactor device designed to process organic materials anaerobically, producing biogas consisting mainly of methane (CH₄) and carbon dioxide (CO₂) as the primary outputs, as well as small amounts of hydrogen sulfide (H₂S) (Al Seadi et al., 2018; Kaparaju et al., 2014).

RESEARCH METHOD

This study was conducted from January to March 2025. The population of this study consists of community members who are involved in and become beneficiaries of CSR programs from large companies (state-owned enterprises or private sectors) in the form of biogas digester installation programs implemented by PT. Swen Inovasi Transfer. More specifically, the researcher defines the criteria for subjects included in the population as follows: (1) participating in CSR programs or receiving CSR funds from large companies whose programs are implemented by PT. Swen Inovasi Transfer; (2) attending training programs on the utilization of biogas digesters provided by PT. Swen Inovasi Transfer; and (3) using biogas-based products sold by PT. Swen Inovasi Transfer.

Based on initial observations, existing literature reviews, and field phenomena, this study formulates a conceptual framework that the distribution of CSR funds by PT. Swen

Inovasi Transfer influences customer loyalty, with customer trust and satisfaction as mediating variables. This conceptual framework serves as the basis for formulating hypotheses and testing the empirical model in this study (Figure 1).

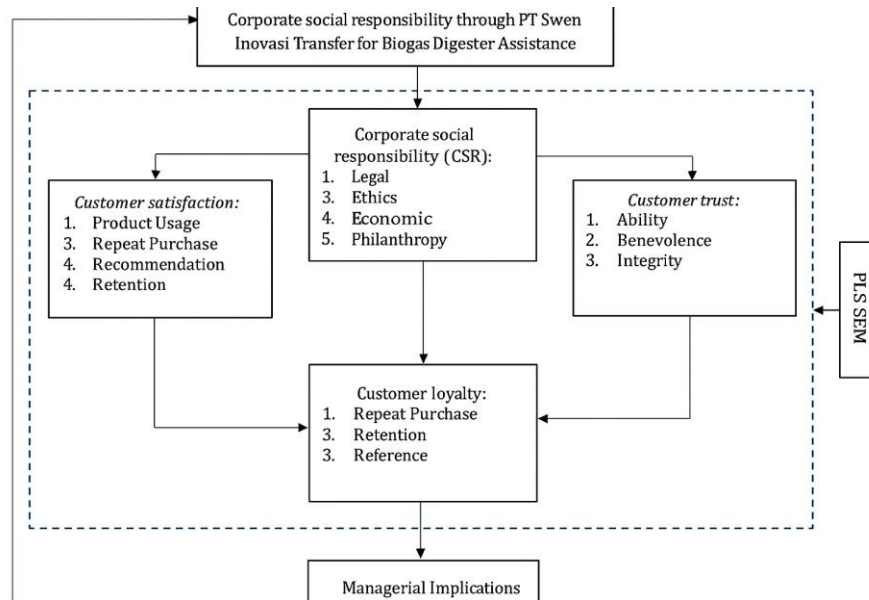


Figure 1.
Research Framework

This CSR program, through collaboration and biogas marketing, focused on 79 beneficiary communities in Tasikmalaya City, 42 in Banjar City, 24 in Bogor Regency, and 64 in South Jakarta. Based on internal company data, the cumulative number of beneficiaries of CSR funds and consumers of PT. Swen Inovasi Transfer's biogas digesters was 209. Therefore, the study population was 209. The sample in this study used a census technique, involving all members of the population and designated as respondents.

In this study, the variables used included exogenous and endogenous variables. The exogenous variable was Corporate Social Responsibility (CSR). The intervening variables were Consumer Trust and Customer Satisfaction. The endogenous variable was Customer Loyalty. Measurements for each variable can be seen in Table 1.

Table 1.
Variables and Indicators

Variable	Dimension/Indicator	Code
CSR (Corporate Social Responsibility)(WBCSD, 2000; Nicolae & Sabina, 2010; Sudana, 2011)	1. Legal a. Regulation b. Supervision	CSR 1.1 and CSR 1.2
	2. Ethics a. Responsibility b. Norms and Values	CSR 2.1 and CSR 2.2
	3. Economic a. Benefits	CSR 3.1 and CSR 3.2

	b. Profitability	
	4. Philanthropy a. Donation b. Benevolence	CSR 4.1 and CSR 4.2
Customer Loyalty(Kotler & Keller, 2016; Griffin, 2005)	1. Repeat Purchase a. Purchase b. Long-term utilization	CL 1.1 and CL 1.2
	2. Retention a. Endurance b. Product loyalty	CL 2.1 and CL 2.2
	3. Reference a. Customer support b. Voluntary product reference	CL 3.1 and CL 3.2
Customer Trust(Mayer & Davis, 1999; Upamanyu et al., 2015)	1. Ability a. Company competence b. Product characteristics	CT 1.1 and CT 1.2
	2. Benevolence a. Service b. Communication with customers	CT 2.1 and CT 2.2
	3. Integrity a. Business behavior b. Attitude toward customers	CT 3.1 and CT 3.2
Customer Satisfaction(Kotler & Keller, 2016; Oliver, 2010; Giese & Cote, 2002)	1. Product Usage a. Duration of use b. Usefulness	CS 1.1 and CS 1.2
	2. Repeat Purchase a. Willingness to buy b. Willingness to try new products	CS 2.1 and CS 2.2
	3. Recommendation a. Appreciation b. Positive recognition	CS 3.1 and CS 3.2
	4. Retention a. Staying with the product b. Rejecting other products	CS 4.1 and CS 4.2
	5. Feedback a. Customer suggestions b. After-sales service	CS 5.1 and CS 5.2

Source: Processed data (2025)

The data analysis method used SEM-PLS analysis assisted by SmartPLS 4.1.0.0 software. The analysis stages in the SEM-PLS model include evaluation of the measurement model and evaluation of the structural model (Sholiha and Salamah 2015). The SEM concept serves as a structured study model for analyzing the influence between variables within the research construct, as shown in Figure 2.

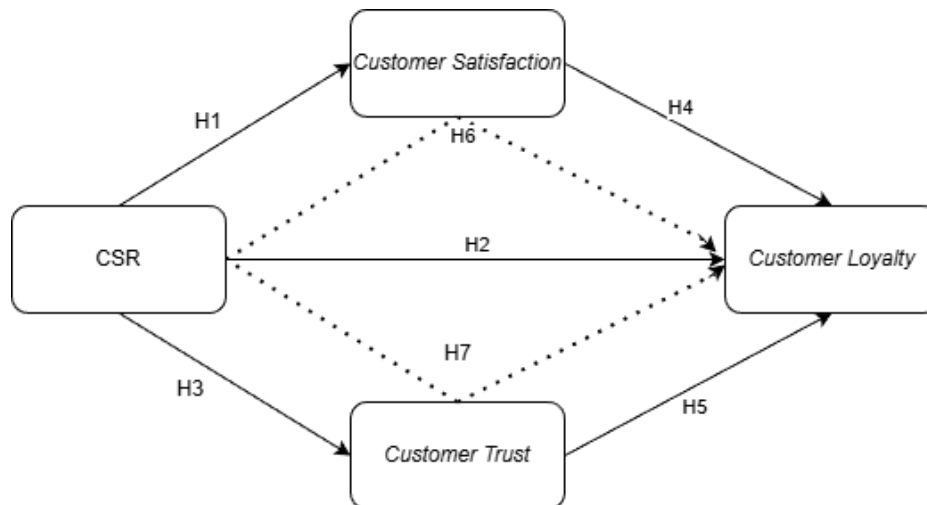


Figure 2.
Structural Equation Modeling Concept

In this study, the SEM analysis steps included the Evaluation Measurement Model (Outer Model Test) to examine the relationship between latent variables and indicators through convergent validity, discriminant validity, and reliability. Next, the Structural Model Evaluation (Inner Model Test) was conducted to assess the fit of the structural model using the R², Q², and Goodness of Fit (GOF) criteria. Finally, the Hypothesis Test was conducted at a 5% significance level, with the hypothesis accepted if the p-value was <0.05 or the calculated t-value was >t-table.

RESULT AND DISCUSSION

Variable and Reliability Testing of Variables

The validity and reliability testing of the instruments in this study was conducted using SPSS version 27. The reliability test used was the Cronbach's Alpha reliability test, where the instrument is declared reliable if the Cronbach's alpha value is >0.7 (Ghozali 2018).

Validity Test

Table 1.
Results of the Variable Validity Test

No	Question Item	R Count	R Table	Validity
1	CSR.1.1	0.729	0.138	valid
2	CSR.1.2	0.723	0.138	valid
3	CSR.2.1	0.704	0.138	valid
4	CSR.2.2	0.727	0.138	valid
5	CSR.3.1	0.714	0.138	valid
6	CSR.3.2	0.771	0.138	valid
7	CSR.4.1	0.736	0.138	valid
8	CSR.4.2	0.744	0.138	valid
9	CT 1.1	0.826	0.138	valid
10	CT 1.2	0.793	0.138	valid

11	CT 2.1	0.789	0.138	valid
12	CT 2.2	0.810	0.138	valid
13	CT 3.1	0.844	0.138	valid
14	CT 3.2	0.377	0.138	valid
15	CS 1.1	0.622	0.138	valid
16	CS 1.2	0.749	0.138	valid
17	CS 2.1	0.807	0.138	valid
18	CS 2.2	0.380	0.138	valid
19	CS 3.1	0.356	0.138	valid
20	CS 3.2	0.308	0.138	valid
21	CS 4.1	0.387	0.138	valid
22	CS 4.2	0.760	0.138	valid
23	CS 5.1	0.723	0.138	valid
24	CS 5.2	0.796	0.138	valid
25	CL 1.1	0.764	0.138	valid
26	CL 1.2	0.746	0.138	valid
27	CL 2.1	0.855	0.138	valid
28	CL 2.2	0.831	0.138	valid
29	CL 3.1	0.317	0.138	valid
30	CL 3.2	0.332	0.138	valid

Source: Processed data (2025)

Based on the results of the indicator validity test with 30 questionnaire items, Table 4 shows that all questions on the corporate social responsibility, customer loyalty, customer trust, and customer satisfaction variables were proven valid.

Reliability Test

Table 2.
Results of the Reliability Test for the Corporate Social Responsibility Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.870	8

Source: Processed data (2025)

Table 3.
Results of Customer Trust Reliability Tests

Reliability Statistics	
Cronbach's Alpha	N of Items
.841	6

Source: Processed data (2025)

Table 4.
Results of Customer Satisfaction Reliability Testing

Reliability Statistics	
Cronbach's Alpha	N of Items
.783	10

Source: Processed data (2025)

Table 5.
Results of Customer Loyalty Reliability Tests

Reliability Statistics	
Cronbach's Alpha	N of Items
.757	6

Source: Processed data (2025)

Outer Model Testing

PLS analysis results can be used to test research hypotheses if all indicators in the PLS model meet the requirements of convergent validity, discriminant validity, and composite reliability. The following are the results of the SEM PLS model estimation after being estimated using the algorithm technique:

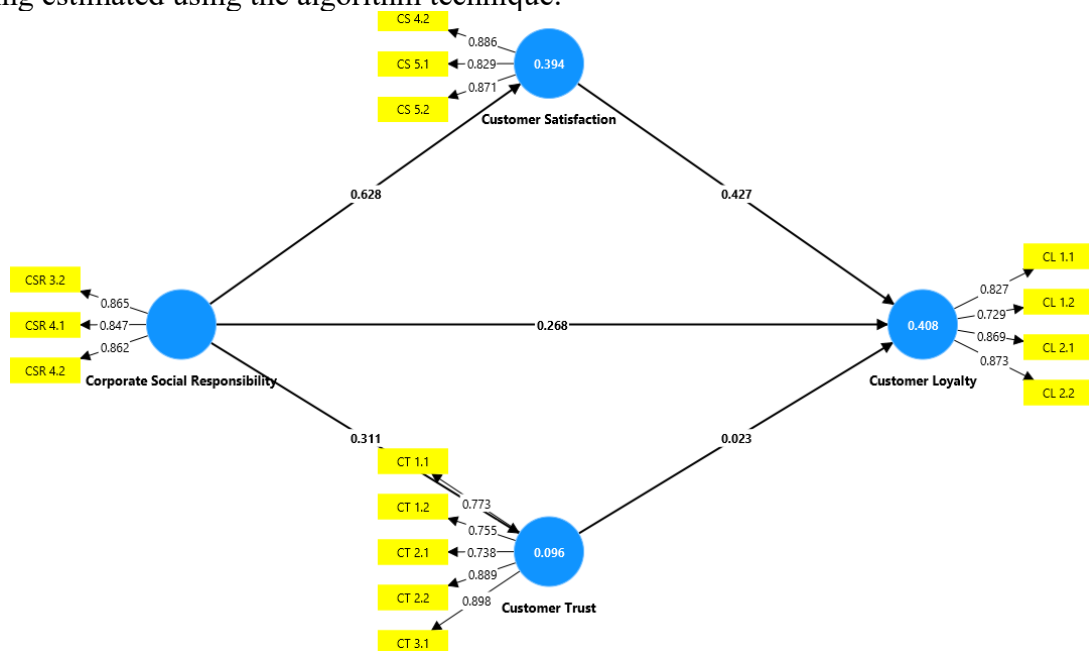


Figure 3.
SEM Model Estimation Results Using the PLS Algorithm
 Source: Processed data (2025)

Convergent Validity Test

Based on the SEM model re-estimation results in Figure 5 above, all remaining variables in the model are valid. Testing can proceed to the AVE test stage. The model's loading factor and AVE values are more clearly shown in Table 6:

Table 6.
Convergent Validity Test Results

Variable	Indicator	Loading Factor	Cut Value	AVE	Convergent Validity
Corporate Social Responsibility	CSR 3.2	0.865	0.7	0.737	valid
	CSR 4.1	0.847	0.7		valid
	CSR 4.2	0.862	0.7		valid
Customer Trust	CT 1.1	0.773	0.7	0.685	valid
	CT 1.2	0.755	0.7		valid
	CT 2.1	0.738	0.7		valid
	CT 2.2	0.889	0.7		valid
	CT 3.1	0.898	0.7		valid
Customer Loyalty	CL 1.1	0.827	0.7	0.621	valid
	CL 1.2	0.729	0.7		valid
	CL 2.1	0.869	0.7		valid
	CL 2.2	0.873	0.7		valid
Customer Satisfaction	CS 4.2	0.886	0.7	0.742	valid
	CS 5.1	0.829	0.7		valid
	CS 5.2	0.871	0.7		valid

Source: Processed data (2025)

Discriminant Validity

Discriminant validity is conducted to ensure that each concept in each latent variable is distinct from the other variables. A model has good discriminant validity if the squared AVE value of each exogenous construct exceeds the correlation between that construct and the other constructs. The results of the discriminant validity test are as follows:

Table 7.
Discriminant Validity According to the Fornell-Larcker Test

	Corporate Social Responsibility	Customer Loyalty	Customer Satisfaction	Customer Trust
Corporate Social Responsibility	0.858			
Customer Loyalty	0.544	0.827		
Customer Satisfaction	0.628	0.602	0.862	
Customer Trust	0.311	0.213	0.251	0.814

Source: Processed data (2025)

Based on the results of the discriminant validity test in Table 7, the square root of the AVE for all constructs consistently exceeds the correlation coefficient of that construct with other constructs. It can be concluded that all constructs in this PLS model meet the required

discriminant validity. In addition to using the Fornell-Larcker method, discriminant validity can also be assessed from the cross-loading values of each indicator against its construct. An indicator is deemed to meet the discriminant validity criteria if its cross-loading on its construct is higher than its cross-loading on other constructs.

Table 8.
Discriminant Validity by Cross-Loading Value

	Corporate Social Responsibility	Customer Loyalty	Customer Satisfaction	Customer Trust
CL 1.1	0.507	0.827	0.613	0.268
CL 1.2	0.388	0.729	0.325	0.030
CL 2.1	0.503	0.869	0.497	0.179
CL 2.2	0.373	0.873	0.494	0.174
CS 4.2	0.588	0.568	0.886	0.283
CS 5.1	0.541	0.516	0.829	0.178
CS 5.2	0.484	0.461	0.871	0.177
CSR 3.2	0.865	0.437	0.548	0.254
CSR 4.1	0.847	0.443	0.513	0.301
CSR 4.2	0.862	0.516	0.555	0.246
CT 1.1	0.120	0.139	0.130	0.773
CT 1.2	0.137	0.132	0.160	0.755
CT 2.1	0.075	0.077	0.049	0.738
CT 2.2	0.340	0.227	0.298	0.889
CT 3.1	0.353	0.199	0.227	0.898

Source: Processed data (2025)

Based on the discriminant validity test in Table 8, all indicators have the highest scores for their respective constructs, thus meeting the requirements for discriminant validity.

Model Goodness of Fit Assessment

The goodness of fit test aims to ensure that the PLS model fits the data and is able to explain the population. Based on the R-square value, a model is considered sufficiently strong if it falls within the range of 0.33–0.67. The analysis results show R-square values of 0.408 for customer loyalty and 0.394 for customer satisfaction, both of which fall into the fairly strong category. Thus, the SEM-PLS model in this study is considered to have sufficiently strong predictive power for these two variables.

Table 9.
R-square

	R-square	R-square adjusted
Customer Loyalty	0.408	0.402
Customer Satisfaction	0.394	0.392
Customer Trust	0.096	0.093

Source: Processed data (2025)

Coefficient of Determination

The coefficient of determination indicates the magnitude of the contribution of all exogenous variables to the endogenous variables. The coefficient of determination can be

seen from the Adjusted R Square value. This value ranges from 0 to 1 or can also be interpreted as a percentage (0 to 100%). A larger coefficient of determination indicates a greater amount of endogenous variance explained by the exogenous variables, while a smaller coefficient of determination indicates a low influence of the exogenous variables on the endogenous variables. This is because there are still quite a lot of factors outside the exogenous variables that can influence the endogenous variables.

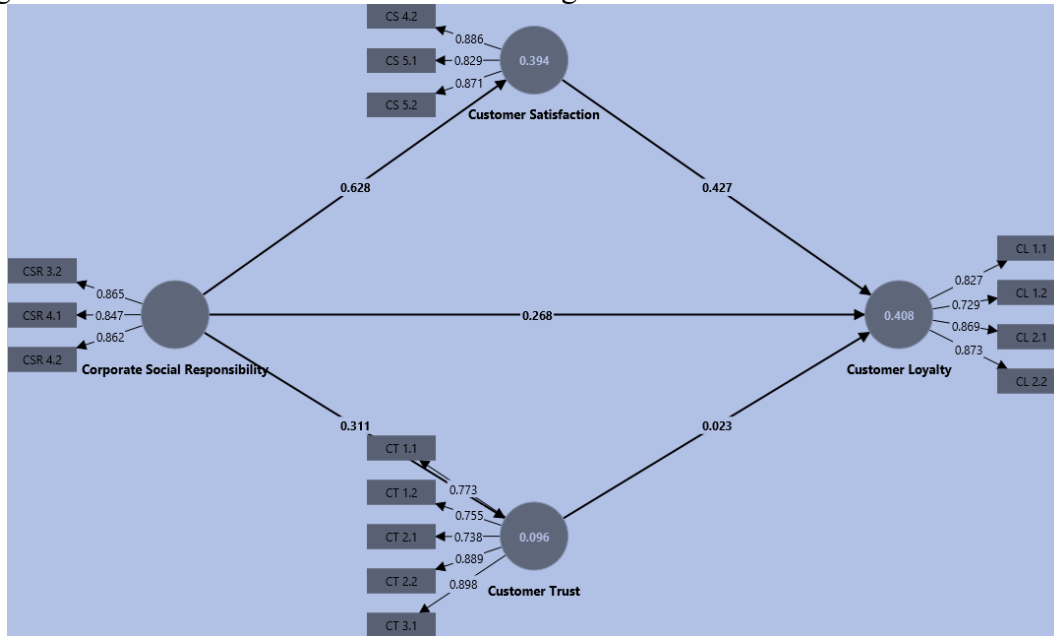


Figure 4.

Coefficient of Determination

Source: Processed data (2025)

Based on Figure 4, the R-Square value indicates that: Customer Satisfaction is influenced by CSR by 39.4%, with the remaining 60.6% influenced by other factors; Customer Trust is influenced by CSR by 9.6%, with the remaining 90.4% influenced by other factors; Customer Loyalty is influenced by CSR, customer satisfaction, and customer trust by 40.8%, with the remaining 59.2% influenced by other factors. Thus, the influence of CSR on these three variables is limited, indicating a significant contribution from other external factors.

Hypothesis Testing

The hypothesis testing in this study was conducted based on the results of the SEM-PLS analysis. The following is a summary of the results of the hypothesis testing in this study:

Table 9.
Summary of Hypothesis Testing Results

No.	Hypothesis	Path Coefficient	T	Sig.	Conclusion
1	Corporate social responsibility influences customer satisfaction.	0.628	11.837	0.000	Accepted

2	Corporate social responsibility influences customer loyalty.	0.268	2.852	0.004	Accepted
3	Corporate social responsibility influences customer trust.	0.311	5.148	0.000	Accepted
4	Customer satisfaction influences customer loyalty.	0.427	4.741	0.000	Accepted
5	Customer trust influences customer loyalty.	0.023	0.383	0.702	Rejected
6	Corporate social responsibility influences customer loyalty through customer satisfaction as an intervening variable.	0.268	4.453	0.000	Accepted
7	Corporate social responsibility influences customer loyalty through customer trust as an intervening variable.	0.007	0.372	0.710	Rejected

The Effect of Corporate Social Responsibility on Customer Satisfaction (H1)

The analysis results show that Corporate Social Responsibility (CSR) has a significant effect on customer satisfaction, as evidenced by a significance value of 0.000 (<0.05), a t-statistic of 11.837 (>1.96), and a path coefficient of 0.628. This figure indicates that the more intensive and consistent a company's CSR program implementation, the higher the level of customer satisfaction. CSR that is structured and implemented with integrity can strengthen customers' positive perceptions of the company as a whole.

This research aligns with the findings of Kotler and Lee (2005), who asserted that CSR can enhance a company's positive image, which in turn directly contributes to increased customer satisfaction. Therefore, CSR can be optimized not only as a moral obligation but also as an integral part of a company's relationship marketing strategy. Satisfaction built on values and trust is far more lasting than merely the utilitarian benefits of a product.

The Effect of Corporate Social Responsibility on Customer Loyalty (H2)

The analysis results show that CSR has a significant effect on customer loyalty, with a significance value of 0.004 (<0.05), a t-statistic of 2.852 (>1.96), and a path coefficient of 0.268. This indicates that effective CSR implementation not only increases customer satisfaction but also impacts customer loyalty. Customers who perceive a company as socially and ethically responsible are more likely to maintain long-term relationships.

This finding supports the study by Martínez and Rodríguez del Bosque (2013), which stated that CSR can build emotional and symbolic bonds between companies and consumers. Therefore, CSR plays not only a reputational role but also a strategic role in forming long-term loyalty that is not easily replaced by price incentives or promotions.

The Effect of Corporate Social Responsibility on Customer Trust (H3)

The test results show that CSR also has a significant effect on customer trust. Empirical evidence is demonstrated by a significance value of 0.000 (<0.05), a t-statistic of 5.148 (>1.96), and a path coefficient of 0.311. Customer trust in a company is a crucial element in long-term relationships and has been shown to be built through consistent, transparent, and high-value CSR implementation.

These results support the findings of Iglesias et al. (2019), who asserted that CSR can build customer trust through perceptions of corporate morality. The trust formed through CSR can be a bridge to long-term relationships, provided the company continues to maintain credibility and accountability in its implementation.

The Effect of Customer Satisfaction on Customer Loyalty (H4)

The analysis shows that customer satisfaction has a significant effect on customer loyalty. This is demonstrated by a significance value of 0.000 (<0.05), a t-statistic of 4.741 (>1.96), and a path coefficient of 0.427. These findings confirm that customer satisfaction is a key element in creating sustainable customer loyalty. Satisfied customers are more likely to continue using the same company's products or services and recommend them to others.

This finding aligns with the theory proposed by Oliver (1997), which states that satisfaction is a key prerequisite for building customer loyalty. Therefore, companies must prioritize strategies to continuously improve satisfaction through quality management, customer service, and effective communication. Satisfaction is not an end in itself, but rather the foundation of loyalty that must be continuously strengthened.

The Effect of Customer Trust on Customer Loyalty (H5)

Contrary to the previous hypothesis, the results of this study indicate that customer trust does not significantly influence customer loyalty. This is evident from the significance value of 0.702 (>0.05), the t-statistic of 0.383 (<1.96), and the path coefficient of only 0.023. This means that although customers trust a company, this is not sufficient to directly form loyalty.

This finding is not entirely consistent with several previous studies that place trust as a fundamental factor in forming loyalty. However, these results indicate that under certain conditions, the role of trust in loyalty can be weakened if not supported by relevant mediating variables.

The Effect of CSR on Customer Loyalty through Customer Satisfaction (H6)

CSR has been shown to have a significant effect on customer loyalty through customer satisfaction as a mediating variable. This is demonstrated by a significance value of 0.000 (<0.05), a t-statistic of 4.453 (>1.96), and a path coefficient of 0.268, indicating that customer satisfaction plays a significant role in mediating the influence of CSR on customer loyalty. In other words, CSR can increase customer loyalty if it first builds a high level of satisfaction.

This finding reinforces the concept of chain mediation, or a chain effect, where CSR influences loyalty not directly, but through the creation of positive experiences. By understanding this mechanism, companies can be more focused in developing CSR communication strategies and strengthening customer experiences, ultimately resulting in organic and deep-rooted loyalty.

The Effect of CSR on Customer Loyalty through Customer Trust (H7)

In contrast to the mediating role of satisfaction, the analysis shows that CSR does not significantly influence customer loyalty through customer trust as a mediating variable. A significance value of 0.710 (>0.05), a t-statistic of 0.372 (<1.96), and a path coefficient of only 0.007 indicate that while CSR can build trust, this trust is not strong enough to directly increase customer loyalty.

The implications of these results are significant. Companies cannot rely solely on trust as a result of CSR; they must also strengthen operational and service aspects that directly

satisfy customers. Loyalty requires deeper emotional and cognitive engagement, which can only be achieved through real interactions, consistent product quality, and excellent service.

Therefore, companies need to ensure that CSR efforts are not solely oriented toward building an ethical image but also generate added value and satisfying customer experiences to foster sustainable loyalty.

Managerial Implications

PT Swen Inovasi Transfer plays a significant role in providing positive social impact through its CSR program, which includes biogas digesters, which have significantly impacted local economic empowerment. The company's CSR program is further appreciated for its long-term economic impact, and the company is advised to strengthen the economic capacity development of the communities surrounding the project. Furthermore, corporate social activities need to be evaluated to make them more concrete and sustainable, by involving the community in planning and evaluation.

Customer trust in product quality, particularly biogas digesters, is a key factor, so companies are advised to continue communicating their commitment to product quality transparently and providing tangible evidence. To strengthen customer loyalty, companies can introduce subscription or membership systems, provide rewards, and educate customers about the long-term benefits of the product. Regarding customer satisfaction, companies need to ensure consistent product and service quality and provide optimal after-sales service, including technical support and maintenance. To improve perceived value, companies are advised to offer more flexible pricing options, such as bundling or cost-effective product variants.

CONCLUSION

Based on the research results above, the following conclusions were reached in this study.

1. The distribution of CSR funds has been shown to have a significant influence on consumer loyalty. This finding indicates that the implementation of CSR funds by PT. Swen Inovasi Transfer, particularly in the context of distributing biogas digester assistance, can directly increase customer loyalty. This indicates that CSR functions as a strategic tool in strengthening customer relationships and extending the customer loyalty cycle in the renewable energy sector.
2. In the CSR funds provided by large companies, implemented by PT. Swen Inovasi Transfer, consumer trust does not play a significant role as a mediator in the relationship between CSR and consumer loyalty. Although CSR has been shown to increase consumer trust, this trust is not strong enough to translate into customer loyalty without the support of other factors. This means that beneficiaries may believe in the company's good intentions, but trust alone does not trigger sustained consumer loyalty. This finding implies that in the context of biogas digester marketing, trust needs to be reinforced through experiences or other emotional values to become a bridge to loyalty.
3. Consumer satisfaction significantly mediates the effect of CSR on consumer loyalty. This means that the implementation of the biogas digester assistance program by PT Swen Inovasi Transfer through CSR funds was able to increase customer satisfaction first, which then drove loyalty. Satisfaction plays a key role in strengthening the relationship between

CSR and consumer loyalty. In this context, customers not only see the functional benefits of the biogas digester product but also feel the positive social impact of CSR, thus forming an emotional attachment and appreciation for the company. Thus, a CSR strategy integrated with service and emotional value will be more effective in building long-term customer loyalty.

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