



The Mediating Role of Brand Image in The Effect of Corporate Social Responsibility on Purchase Intention of Nestle Pure Life in Denpasar

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Abstract: This study aims to examine and explain the mediating role of brand image in the effect of corporate social responsibility (CSR) on purchase intention toward Nestle Pure Life in Denpasar. The research was conducted in Denpasar, using a sample of 100 respondents selected through purposive sampling and surveyed using offline questionnaires. The data analysis technique used in this study is path analysis with SPSS 26.0. The results indicate that all hypotheses are accepted. Corporate social responsibility has a positive and significant effect on purchase intention. Brand image also has a positive and significant effect on purchase intention. In addition, CSR significantly influences brand image. Furthermore, brand image is proven to mediate the effect of corporate social responsibility on purchase intention toward Nestle Pure Life in Denpasar. The implication of this study is the importance for Nestle Pure Life to enhance positive consumer perception through meaningful and consistent CSR programs in order to build a strong brand image that ultimately increases purchase intention among consumers in Denpasar.

Keywords: corporate social responsibility, brand image, purchase intention

1. Introduction

Water plays a vital role in human life and is one of the basic necessities that must be fulfilled (Windyastari, 2024). The development of modern lifestyles has encouraged consumers to choose practical and hygienic drinking water options (Widiastuti et al., 2023). According to Statistics Indonesia (BPS, 2023), around 40.64% of households in Indonesia rely on branded bottled water or refillable drinking water as their main source of drinking water. This figure increased from 39.27% in 2021, indicating a shift in public preference toward ready-to-drink water products. The wide variety of bottled water products on the market has also shaped consumers' attitudes and preferences in selecting brands that best suit their needs (Ramadhani & Nurhadi, 2022).

Table 1. Households with Bottled Drinking Water as Their Main Source 2018-2023

2018	36.28
2019	38.25
2020	39.34
2021	39.27
2023	40.64

Source: Central Bureau of Statistics, 2025

Consumption of bottled drinking water has become part of the representation of a healthy lifestyle that is growing among consumers (Lestari, 2021). Consumers today show more selective behavior in choosing products in an increasingly competitive business world, including in the category of bottled drinking water (Pratiwi et al., 2019). Consumers not only consider price and quality factors, but also look for products that provide added value, such as environmentally friendly packaging, health benefits, or social contributions from the Company (Pachecho, et al., 2018). Modern consumers are increasingly aware of the impact

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of their choices on the environment and society, so they tend to support brands that demonstrate a commitment to social responsibility (Zain and Marsasi, 2023).

The food and beverage industry in Indonesia shows positive growth from year to year. The Central Statistics Agency (2022) noted that the value of the food and beverage sector in Indonesia reached IDR 200.26 trillion in the second quarter of 2022, an increase of 3.68% compared to the same period the previous year. According to ASRIM (2020), there are around 7,780 bottled drinking water (AMDK) products circulating in Indonesia, with 99.5 percent of them being domestic products. According to research conducted by the Katadata Insight Center (2023), the majority of consumers are more familiar with and consume certain brands than others, with 93.1 percent of respondents choosing Aqua, and 74.7 percent choosing Le Minerale as their main source of drinking water. The Nestle Pure Life brand is in sixth place on the list, indicating that even though it is not the main brand most often consumed by the public, Nestle Pure Life is able to remain competitive amidst the tight Indonesian AMDK market.

Table 2. Most Frequently Consumed Mineral Water Brands in 2023

No.	Brand	Percentage
1.	Aqua	93.1
2.	Le Minerale	74.7
3.	Vit	43.9
4.	Club	20.3
5.	Ades	19.8
6.	Nestle	17.9
7.	Crystalline	15
8.	Pristine	9.7
9.	Total	6.2
10.	Amidis	6
11.	Evian	1.9
12.	Eternal Plus	1.9
13.	Other	3.1

Source: databoks.katadata.id

Nestle Pure Life is a bottled water brand processed according to international standards and ranks among the top three most popular bottled water brands in 13 countries (Nestle Indonesia, 2021). Based on Nestle's 2021 Annual Report, Nestle Pure Life has implemented various corporate social responsibility (CSR) programs covering environmental and social aspects. In terms of the environment, the company has built waste treatment facilities and obtained environmental certifications as evidence of its commitment to sustainability. On the social side, the company contributes through local workforce empowerment, the development of social infrastructure, and community training programs. CSR has become increasingly integrated into the company's business strategy, as it is considered a vital component in achieving long-term objectives and enhancing brand value (Nave & Ferreira, 2019).

A pre-survey was conducted to examine purchase intention toward Nestle Pure Life in Denpasar City. The pre-survey involved 30 respondents residing in Denpasar. The results showed that 28 respondents were aware of the Nestle Pure Life product, 24 respondents indicated that they prioritized products that emphasize CSR initiatives, 25 respondents perceived Nestle Pure Life as a brand with a positive image, and 27 respondents expressed interest in purchasing Nestle Pure Life. These findings indicate that CSR and brand image are relevant variables for further investigation in relation to purchase intention toward Nestle Pure Life in the Denpasar market.

2. Literature Review

Purchase intention refers to the stage where consumers thoroughly evaluate various pieces of information about a product or service, which ultimately reflects their thought process or intention to make a purchase (Saputra & Widagda, 2020). Purchase intention represents the level of interest a consumer has in purchasing a product (goods or services), which is driven by both intrinsic and extrinsic factors (Wiratama et al., 2023). Additionally,

purchase intention refers to consumer behavior that is influenced by certain stimuli that generate a desire to purchase a product (Fitri & Wulandari, 2020). According to Rabbani and Arafah (2024), purchase intention not only reflects consumer interest in a product but also indicates their level of confidence in their purchase decisions, which are influenced by factors such as needs, personal preferences, and perceived value. A study by Anjelina and Tambunan (2024) found that one of the factors influencing purchase intention is corporate social responsibility, which, when properly implemented, can create positive perceptions and encourage consumers to buy the product.

Corporate social responsibility is a business approach that integrates corporate activities with social responsibility and stakeholder engagement based on the principles of partnership and voluntariness (Nurhayati et al., 2016). Gigauri (2012) stated that consumers tend to prefer products from companies involved in CSR activities and are willing to pay more for products from companies that show concern for society and the community, while they tend to avoid products from companies that behave irresponsibly. A study by Yuan et al. (2020) found that companies with innovation-oriented strategies are more capable of managing CSR optimally, even amid risk and uncertainty. CSR has been found to influence purchase intention, as evidenced by several prior studies. Sari and Setyawan (2025) concluded that CSR has a positive and significant effect on purchase intention. Similarly, research by Adhimusandi et al. (2020) and Sumarmo et al. (2023) found that CSR has a significant positive effect on purchase intention. However, a study by Choiri et al. (2019), which examined the influence of CSR on purchase intention for Telkom products, found different results, indicating that CSR did not have a positive and significant effect on purchase intention. This discrepancy presents a research gap in the current study. To address this gap, a mediating variable is needed to explain the relationship between the endogenous and exogenous variables. One variable often associated with this relationship is **brand image**, which can influence the formation of consumer purchase intention (Sari & Setyawan, 2025).

Brand image refers to the perception that consumers hold about a brand (Kotler & Keller, 2016). A strong brand image enables consumers to recognize and evaluate products, reduce purchase-related risks, and gain satisfaction through product differentiation (Kaur & Kaur, 2019). Huang (2024) stated that innovation in brand image can influence consumer perception and evoke emotional responses that ultimately encourage purchasing behavior. This is supported by research from Jihyun and Yuri (2018), which found that brand image and CSR together have a significant effect on purchase intention. Similarly, Patjutri and Irmawati (2022) also concluded that brand image and CSR jointly have a significant influence on purchase intention.

Based on these phenomena, the underlying theories, and the identified research gap, this study is titled: “The Role of Brand Image in Mediating the Effect of Corporate Social Responsibility on Purchase Intention Toward Nestlé Pure Life in Denpasar.”

Stakeholder Theory, introduced by Freeman (1984), is a concept in management and business ethics that emphasizes the importance of considering the interests of all parties involved in or affected by an organization's activities—not just shareholders. To achieve long-term success, companies must recognize, understand, and manage relationships with all stakeholder groups. Shimizu (2023) suggested that consumers tend to increase their purchase intention when companies demonstrate concern for social issues that the public deems important. Chen et al. (2021) also found that a company's commitment to CSR can enhance its image and build customer trust, both of which contribute to increased purchase intention.

CSR and its components offer significant economic benefits, which encourages organizations to adopt CSR as a core element of business strategy development (Avotra et al., 2021). Rosalin (2021), Abdillah (2018), and Laksita & Widodo (2020) each confirmed that CSR has a significant positive effect on purchase intention. However, these findings are not aligned with the results of Choiri et al. (2019), which concluded that CSR does not significantly influence purchase intention. Based on the literature reviewed, the following hypothesis is proposed:

H1: Corporate Social Responsibility has a positive and significant effect on Purchase Intention.

CSR plays a crucial role in shaping brand image, as consistent implementation of CSR programs can enhance consumers' positive perceptions of a brand (Araujo et al., 2023). Sitanggang and Silitowe (2021) found that CSR has a significant positive effect on brand image. Similarly, Jihyun and Yuri (2018) confirmed that CSR significantly influences brand image. However, Adhimusandi et al. (2020) found that while CSR positively affects brand image, the effect is not statistically significant. Furthermore, Sarah and Sutar (2020) reported that CSR does not significantly influence brand image. Based on the findings of prior research, the following hypothesis is proposed:

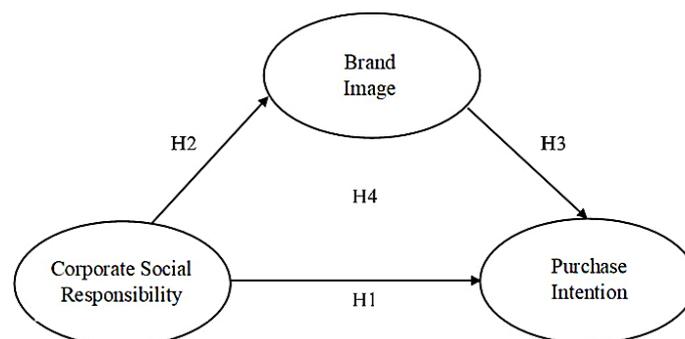
H2: Corporate Social Responsibility has a positive and significant effect on Brand Image.

A positive brand image can enhance purchase intention, as a strong brand image helps build consumer trust and strengthens confidence in purchase decisions (Suhud et al., 2022). Triatmaja and Ekawati (2023), Krisnawan and Jatra (2021), and Widyanti and Rastini (2024) found that brand image has a significant positive effect on purchase intention. In contrast, a study by Purwianti (2021) concluded that brand image does not significantly influence purchase intention. Based on previous studies, the following hypothesis is proposed:

H3: Brand Image has a positive and significant effect on Purchase Intention.

A well-developed CSR strategy can enhance purchase intention by strengthening consumer identification with the company and reinforcing the brand's reputation (Li et al., 2019). Jihyun and Yuri (2018), as well as Patjutri and Irmawati (2022), found that brand image, through CSR, significantly affects purchase intention. On the other hand, Choiri et al. (2019) and Septiani et al. (2016) reported that brand image through CSR does not have a direct effect but instead has a partial influence on purchase intention. Based on the aforementioned findings, the following hypothesis is proposed:

H4: Brand Image mediates the effect of Corporate Social Responsibility on Purchase Intention.



Source: Choiri et al. (2019)

Figure 1. Conceptual Framework

3. Research Methods

This study employs a causal associative research design. According to Sugiyono (2021:66), causal associative research aims to examine the relationship between two or more variables. Data collection was conducted using a questionnaire survey method. The objective of this study is to analyze the effect of corporate social responsibility on consumer purchase intention, as well as the mediating role of brand image in this relationship.

The research was carried out in Denpasar City by distributing questionnaires online. Denpasar was chosen as the research location due to its strategic role as the capital city of Bali and its well-developed infrastructure, including business centers, educational institutions, and commercial areas, which offer a strategic advantage in product marketing.

The subject of this study is prospective consumers who express interest in purchasing Nestlé Pure Life products. The object of the study is the behavior of prospective consumers concerning their purchase intention, influenced by corporate social responsibility and brand image associated with Nestlé Pure Life.

The exogenous variable in this study is Corporate Social Responsibility (CSR), which serves as the influencing variable. The CSR indicators used in this research are adapted from Zhang and Ahmad (2021), which include: (1) Environmental responsibility (2) Ethical responsibility (3) Employee welfare (4) Social responsibility

The endogenous variable or dependent variable is Purchase Intention (Y). The purchase intention indicators are adapted from Naujoks and Benkenstein (2020), consisting of: (1) Consideration to purchase (2) Purchase probability (3) Trial intention (4) Purchase selection

The mediating variable (intervening variable) in this study is Brand Image (M), which affects the relationship between the independent and dependent variables, although it cannot be directly measured. The brand image indicators are adapted from Sarah and Sutar (2020), including: (1) Ease of recognition (2) Reputation (3) Brand recall. According to Sugiyono (2021:126), population refers to the generalization area consisting of objects or subjects with specific characteristics and quantities determined by the researcher to be studied and from which conclusions are drawn. In this study, the population consists of potential consumers in Denpasar who have never purchased or used Nestlé Pure Life products. The exact population size is unknown.

A sample is a portion of the population that possesses similar characteristics. A proper sample size for research typically ranges from 30 to 500 respondents (Sugiyono, 2021:127). This study used a sample of 100 respondents, which is considered sufficient for the analysis.

The sampling technique used in this study is non-probability sampling, in which not all elements of the population have an equal chance of being selected. Specifically, purposive sampling was used based on the following criteria: (1) Respondents with a minimum education level of high school or equivalent, assuming they can understand and complete the questionnaire accurately (2) Respondents residing in Denpasar City (3) Respondents who have never purchased Nestle Pure Life products. This research utilized both quantitative and qualitative data. Qualitative data included general descriptions of corporate social responsibility, brand image, and purchase intention. Quantitative data included numerical data related to issues concerning Nestle Pure Life.

The data sources consist of primary and secondary data. Primary data were collected directly from the source (i.e., prospective consumers) and included responses to the questionnaire related to CSR, brand image, and purchase intention. Secondary data were obtained from literature reviews, previous research articles, or other parties that have published relevant information related to the research topic.

The data collection method used was a survey method with a structured questionnaire. The questionnaire consisted of a list of questions distributed to respondents and related to the research problem. The questionnaire was distributed both directly and through online platforms (Google Forms). A Likert scale was used to measure attitudes, opinions, and perceptions regarding social phenomena. The Likert scale ranged from 1 to 5, with scoring options as follows:

Strongly agree = 5

Agree = 4

Neutral = 3

Disagree = 2

Strongly disagree = 1 (Sugiyono, 2021:147)

Before the main survey, a pilot test was conducted with 30 respondents to ensure the validity and reliability of the research instrument. An instrument is considered valid when it accurately measures what it is intended to measure. A questionnaire item is considered valid if the product-moment correlation (r-value) is greater than the critical value in the r-table, with a minimum acceptable correlation coefficient of $r \geq 0.3$.

Reliability testing was conducted to assess the consistency of the measuring instrument, reflected in the consistency of respondents' answers. A reliable instrument should yield the same results if used repeatedly. The reliability test was performed using Cronbach's Alpha, with a variable considered reliable if the Cronbach's Alpha value is greater than 0.6.

Table 3. Validity Testing

No.	Variables	Instrument	Pearson Correlation	Information
1.	Corporate Social Responsibility (X)	X1	0.879	Valid
		X2	0.896	Valid
		X3	0.898	Valid
		X4	0.761	Valid
2.	Brand Image (M)	M1	0.879	Valid
		M2	0.902	Valid
		M3	0.777	Valid
3.	Purchase Intention(Y)	Y1	0.954	Valid
		Y2	0.901	Valid
		Y3	0.859	Valid
		Y4	0.950	Valid

Source: Processed data, 2025

Table 2 shows that all indicators in this study have a Pearson correlation value ≥ 0.3 , making them suitable as research instruments.

Table 3. Reliability Testing

No.	Variables	Cronbach's Alpha	Information
1.	Corporate Social Responsibility(X)	0.878	Reliable
2.	Brand Image(M)	0.813	Reliable
3.	Purchase Intention(Y)	0.936	Reliable

Source: Processed data, 2025

Table 4 shows that all of the research variables have a Cronbach's Alpha exceeding 0.6, thus meeting the reliability requirements.

Data analysis techniques in this study consist of descriptive statistical analysis used to analyze data by describing or depicting the collected data as it is without any intention of making general conclusions or generalizations, and inferential statistical analysis, the results of which apply to the population, and are used to analyze sample power. Hypothesis testing to determine the direct effect through path analysis. The Sobel test is a test to determine whether the relationship through the mediating variable is able to significantly mediate the relationship. The VAF test is a test conducted to clearly determine how much influence the mediator has in a regression model.

4. Results and Discussion

Results

Nestle Pure Life is one of Nestle Waters bottled drinking water (AMDK) brands that is marketed globally. As one of the AMDK brands in Indonesia, Nestle Pure Life has launched various initiatives that support a healthy and socially responsible lifestyle, such as a hydration education campaign for school children, a plastic bottle recycling program, and community sports activities such as fun runs or marathons that aim to increase public awareness of the importance of maintaining hydration during physical activity. Through these activities, Nestle Pure Life seeks to build an image as a brand that cares about public health and the environment. From the results of research conducted on prospective Nestle Pure Life consumers in Denpasar City, a description of the characteristics of respondents covering five aspects can be obtained, namely gender, age, education, occupation, and monthly income/pocket money.

Table 4. Respondent Characteristics

No.	Characteristics	Classification	Number of Respondents	Percentage (%)
1.	Gender	Man	41	41
		Woman	59	59
2.	Age	18 – 25 years	60	60
		26 – 33 years	13	13
		34 – 41 years	9	9
		42 – 50 years	11	11
		>50 years	7	7

3.	Last education	High School/ Vocational School/ Equivalent	53	53
		Diploma	7	7
		Bachelor degree)	35	35
		Postgraduate	5	5
		Other	0	0
4.	Job and Status	Students	37	37
		Government employees	5	5
		Private employees	23	23
		Self-employed	18	18
		Other	17	17
5.	Monthly Income/ Pocket Money	<Rp3,200,000	39	39
		Rp3,200,000 – <Rp4,200,000	23	23
		Rp4,200,000 - <Rp5,200,000	17	17
		≥Rp5,200,000	21	21
		Total	100	100

Source: Processed data, 2025

Table 2 shows that based on gender, female respondents are more dominant, reaching 59 people with a percentage of 59 percent. Based on age group, respondents aged 18-25 years are the most, which is 60 people or 60 percent. Then seen from the last education of the respondents, the last education of SMA/SMK/Equivalent level dominates with a percentage of 53 percent, which is 53 people. Furthermore, when viewed in terms of respondent work with jobs as students are the most respondents with 37 people or 37 percent. Finally, seen from the frequency of respondents in monthly income/pocket money, 39 respondents or 39 percent answered that they have income/pocket money <Rp3,200,000.

The data collection technique used in this study was a questionnaire consisting of statements made based on each indicator in each variable, namely the corporate social responsibility, brand image, and purchase intention variables.

Table 5. Description of Respondents' Answers to Corporate Social Responsibility

No.	Statement	Proportion of Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1	I feel Nestle Pure Life cares about environmental sustainability	1	6	11	43	39	413	4.13	Good
2	I feel Nestle Pure Life is conducting business ethically	0	2	17	43	38	417	4.17	Good
3	I feel Nestle Pure Life cares about the welfare of its employees	1	7	16	39	37	410	4.10	Good
4	I feel Nestle Pure Life cares about society through the social programs and campaigns they do.	0	5	14	41	40	416	4.16	Good
Average							4.14	Good	

Source: Processed data, 2025

The corporate social responsibility variable is an independent variable in this study which is measured using 4 indicators and responded to through a 5-point Likert scale. The corporate social responsibility variable is included in the good category, this can be seen from the average score of 4.14 where the good category is in the interval 3.41 - 4.20. This means that the respondents' assessment of corporate social responsibility in Nestle Pure Life brand bottled drinking water is good. The indicator with the highest average value is the statement "I feel Nestle Pure Life is conducting business ethically (X.2)". The average value for the statement is 4.17, showing that Nestle Pure Life conducting business ethically.

Table 6. Description of Respondents' Answers to Brand Image

No.	Statement	Proportion of Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1	Nestle Pure Life is easily recognizable among other bottled drinking water products.	1	2	10	51	36	419	4.19	Good
2	Nestle Pure Life has a good reputation as a brand of bottled drinking water.	0	3	12	44	41	423	4.23	Very good
3	Nestle Pure Life is always remembered as a brand of bottled drinking water.	0	0	15	44	41	426	4.26	Very good
Average								4.23	Very good

Source: Processed data, 2025

The brand image variable is a mediating variable in this study which is measured using 3 indicators and responded to through a 5-point Likert scale. The brand image variable is included in the very good category, this can be seen from the average score of 4.23 where the good category is in the interval of 4.21 - 5.00. This means that the respondents' assessment of the brand image of Nestle Pure Life brand bottled drinking water is good. The indicator with the highest average value is the statement "Nestle Pure Life is always remembered as a brand of bottled drinking water. (M.3)". The average value for this statement was 4.26, showing that Nestle Pure Life always remembered as a brand of bottled drinking water.

Table 7. Description of Respondents' Answers to Purchase Intention

No.	Statement	Proportion of Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1	I consider Nestle Pure Life as one of the options when buying bottled drinking water.	1	5	14	41	39	412	4.12	Tall
2	I will most likely buy Nestle Pure Life in the future	2	2	18	36	42	414	4.14	Tall
3	I am interested in trying Nestle Pure Life	1	6	10	33	50	425	4.25	Very high
4	I plan to choose Nestle Pure Life as my bottled drinking water brand when you want to buy a similar product	1	4	15	34	46	420	4.20	Tall
Average								4.18	Tall

Source: Processed data, 2025

The purchase intention variable is the dependent variable in this study which is measured using 4 indicators and responded to through a 5-point Likert scale. The brand image variable is included in the high category, this can be seen from the average score of 4.18 where the good category is in the interval 3.41 - 4.20. This means that the respondent's assessment of the purchase intention of Nestle Pure Life brand bottled drinking water is high. The indicator with the highest average value is the statement "I am interested in trying Nestle Pure Life (Y.3)". The average value for this statement was 4.26, indicating that potential consumers interested in trying Nestle Pure Life.

Table 8. Normality Test

Substructure 1	0.200
Substructure 2	0.200

Source: Processed data, 2025

Table 8 shows that the equation model in this study has met the normality assumption where Asymp. Sig. (2-tailed) exceeds 0.05.

Table 9. Collinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
Substructure 2	Corporate Social Responsibility	0.551	1,816
	Brand Image	0.551	1,816

Source: Processed data, 2025

Table 9 shows that the equation model in this study is free from multicollinearity symptoms because there are no exogenous variables whose tolerance value does not exceed 0.10 or where the VIF value exceeds 10.

Table 10. Heteroscedasticity Test

Equality	Model	t	Sig.
Substructure 1	Corporate social responsibility	-1,124	0.264
	Corporate social responsibility	-1,835	0.070
Substructure 2	Brand image	-1,003	0.318

Source: Processed data, 2025

Table 10 shows that the equation model in this study is free from heteroscedasticity because its significance is greater than 0.05.

Table 11. Substructure Path Analysis 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(constant)	5,752	0.786		
Corporate social responsibility (X)	0.420	0.047	0.670	8,944	0,000
R Square	0.449				
Adjusted R Square	0.444				

Source: Processed data, 2025

The structural equation (1) formed is as follows

$$M = \beta_2 X + e_1$$

$$M = 0,670X + e_1$$

Table 12. Substructure Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(constant)	0.889	1,339		
Corporate social responsibility (X)	0.635	0.087	0.605	7,321	0,000
Brand image (M)	0.422	0.138	0.252	3,047	0.003
R Square	0.635				
Adjusted R Square	0.627				

Source: Processed data, 2025

The structural equation (2) formed is formulated as follows.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0,605X + 0,252M + e_2$$

The following are the results of calculating the error variable values for each structure.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,449} = 0,742$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,635} = 0,604$$

The calculation of the influence of error (e) obtained results for the influence of error structure 1 of 0.742 and the influence of error structure 2 () of 0.604.

In the calculation of the total determination coefficient value obtained 0.800, then the conclusion is that 80 percent of the purchase intention variable on Nestle Pure Life products in Denpasar City is influenced by corporate social responsibility and brand image, while the remaining 20 percent is influenced by other factors.

Table 13. Direct Influence, Indirect Influence, and Total Influence

Influence of variables	Direct influence	Indirect influence through Brand Image	Total influence	Sig.	Results
CSR→BI	0.670		0.670	0,000	Significant
BI→PI	0.252		0.252	0.002	Significant
CSR→PI	0.605	0.169	0.774	0,000	Significant

Source: Processed data, 2025

Sobel test:

To test the significance of the indirect influence, the z value of the ab coefficient is calculated using the following formula.

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

$$S_{ab} = \sqrt{(0,422)^2(0,047)^2 + (0,420)^2(0,138)^2 + (0,047)^2(0,138)^2}$$

$$S_{ab} = \sqrt{0,0038}$$

$$S_{ab} = 0,0616$$

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0,420)(0,422)}{0,0616}$$

$$Z = \frac{0,177}{0,0616} = 2,87$$

VAF Test:

$$VAF = \frac{\text{Direct Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

$$VAF = \frac{0,169}{0,169 + 0,774} = 0,22$$

The results of the research analysis show that corporate social responsibility has a positive and significant effect on purchase intention, so that the first hypothesis (H1) can be accepted. The results of the analysis show that the better the implementation of corporate social responsibility, especially in running a business ethically, the more it will encourage consumer interest in trying Nestle Pure Life products. The results of this study are in accordance with the results of previous studies conducted by Zhang and Ahmad (2021), Rosalin (2021), Abdillah (2018), and Laksita and Widodo (2020) that corporate social responsibility has a positive and significant effect on consumer purchase intention, strengthening corporate social responsibility's effect on purchase intention.

The results of the research analysis show that corporate social responsibility has a positive and significant influence on brand image, so the first hypothesis (H1) can be accepted. The results of the analysis show that the more positive the consumer perception of the implementation of the corporate social responsibility program carried out by Nestle Pure Life, the stronger the brand image formed in the minds of consumers. These results are in accordance with research by Araujo et al. (2023), Maldonado-Guzman et al. (2017), Sitanggang and Silitowe (2021), and Jihyun and Yuri (2018) showing that corporate social responsibility has a positive and significant influence on brand image.

The results of the research analysis show that brand image has a positive and significant influence on purchase intention, so the first hypothesis (H1) can be accepted. Through the test results, it can be interpreted that the more positive the Nestle Pure Life brand image in

the eyes of consumers, the higher their tendency to buy the product. The results of this study are in line with the results of previous studies conducted by Suhud et al. (2022), Triatmaja and Ekawati (2023), Krisnawan and Jatra (2021), and Widyanti and Rastini (2024) which stated that brand image has a positive and significant influence on purchase intention.

The results of the Sobel Test show that the result of $Z = 2.87 > 1.96$, which means that the corporate social responsibility variable has an effect on purchase intention with brand image mediation, so that brand image is a mediating variable that has a significant positive effect between the corporate social responsibility variable and purchase intention at Nestle Pure Life in Denpasar City, so that the fourth hypothesis is accepted. The results of this study are in line with Li et al. (2019), Choiri et al. (2019), Jihyun and Yuri (2018), and Patjutri and Irmawati (2022) who stated that brand image is able to mediate the influence of corporate social responsibility on purchase intention.

The theoretical implications of this study indicate that the empirical findings on the relationship between corporate social responsibility, brand image, and purchase intention support and expand the study in marketing science. This study provides evidence that the implementation of positive and consistent corporate social responsibility programs can form a strong brand image, which ultimately increases consumer purchase intention. This is in line with Stakeholder Theory which emphasizes the importance of companies in fulfilling the interests of stakeholders, including consumers, in order to achieve long-term goals. Thus, this study strengthens the argument that corporate social responsibility is not only an ethical strategy, but also has strategic value in shaping consumer perceptions and driving purchase intentions.

The results of this study are expected to be a reference for companies that sell packaged drinking water (AMDK) products, especially Nestle Pure Life brand mineral water, in utilizing aspects of corporate social responsibility and brand image as a strategy to increase consumer purchasing intentions for Nestle Pure Life mineral water. Nestle Pure Life management can utilize these findings by further integrating corporate social responsibility messages into brand promotion and communication activities such as through campaigns that highlight environmental concerns, social activities, or public education related to sustainability. In addition, it is important for companies to maintain consistency between the social values communicated and real actions in the field so that the brand image remains strong in the eyes of consumers.

5. Conclusion

The following are the conclusions of this study. Corporate social responsibility has a positive and significant effect on the purchase intention of Nestle Pure Life products in Denpasar City. This shows that the better the public's perception of the corporate social responsibility program run by Nestle Pure Life, the higher the consumer's purchase intention for the product. Corporate social responsibility has a positive and significant effect on the brand image of Nestle Pure Life. This means that the implementation of a consistent and planned corporate social responsibility program can form a positive brand image in the eyes of the people of Denpasar City. This study also found that a strong brand image can encourage an increase in consumer purchase intention. Brand image reflects consumer perceptions and emotions towards a particular brand, so that when a brand has a good image, it can increase consumer confidence and loyalty to make purchases. Brand image partially mediates the effect of corporate social responsibility on purchase intention. This means that some of the influence of corporate social responsibility on purchase intention is channelled through the formation of a positive brand image, although there is also a direct influence of corporate social responsibility on purchase intention.

For Nestle Indonesia management, especially the Nestle Pure Life marketing division, it is recommended to continue to strengthen the implementation of corporate social responsibility programs that are relevant to social and environmental issues that are close to the local community, especially in the Denpasar area. Real and relevant corporate social responsibility programs not only strengthen brand image, but also encourage consumer purchase intention. Nestle Pure Life's corporate communication strategy needs to be focused on forming a strong and positive brand image, by linking corporate social responsibility program initiatives to the brand, such as through social media, product packaging, or marketing campaigns that

prioritize social values and corporate responsibility towards the community. For further researchers, it is hoped that they can make modifications to this study, either by expanding the scope of the research area to other areas that have similar characteristics to Denpasar City, or by raising different objects or industrial sectors. This aims to see whether the relationship between corporate social responsibility, brand image, and purchase intention will show consistent results. In addition, researchers can also consider adding other variables such as brand trust, customer engagement, or brand loyalty in order to obtain a more comprehensive understanding of the factors that influence consumer purchasing decisions.

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