

The Role Of Trust In The Relationship Between Purchase Intention And Perceived Corporate Social Responsibility In Mobile Shopping Applications

Peran Kepercayaan Dalam Hubungan Antara Niat Membeli Dan Persepsi Tanggung Jawab Sosial Perusahaan Dalam Aplikasi Belanja Mobile

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ABSTRACT

Consumer purchasing behavior in mobile shopping applications has been considerably altered by the quick development of e-commerce, which has been greatly impacted by the adoption of Corporate Social Responsibility (CSR) activities. With an emphasis on the mediating function of consumer trust qualities, including kindness and integrity, this study examines the relationship between CSR and purchase intention. The data collected from 316 respondents through an online survey were analyzed quantitatively using Structural Equation Modeling (SEM). The results show that CSR has a favorable and substantial effect on consumer trust, which raises purchase intention. Additionally, it has been demonstrated that trust successfully moderates the relationship between CSR and purchase intention. According to the study's findings, incorporating strong CSR practices is crucial for building consumer involvement and trust, influencing purchase intentions, and giving Indonesian mobile shopping platforms a competitive edge.

Keywords: Corporate Social Responsibility (CSR), Purchase Intention, Consumer Trust, Mobile Shopping Applications, Kindness, Integrity, Structural Equation Modeling (SEM), E-Commerce, Consumer Engagement, Indonesia

ABSTRAK

Perilaku pembelian konsumen dalam aplikasi belanja mobile telah mengalami perubahan yang signifikan akibat perkembangan pesat e-commerce, yang sangat dipengaruhi oleh penerapan kegiatan Tanggung Jawab Sosial Perusahaan (CSR). Dengan fokus pada fungsi mediasi kualitas kepercayaan konsumen, termasuk kebaikan dan integritas, penelitian ini menganalisis hubungan antara CSR dan niat pembelian. Data yang dikumpulkan dari 316 responden melalui survei online dianalisis secara kuantitatif menggunakan Model Persamaan Struktural (SEM). Hasil menunjukkan bahwa CSR memiliki dampak positif dan signifikan terhadap kepercayaan konsumen, yang pada gilirannya meningkatkan niat pembelian. Selain itu, terbukti bahwa kepercayaan berhasil memoderasi hubungan antara CSR dan niat pembelian. Berdasarkan temuan studi, penerapan praktik CSR yang kuat sangat penting untuk membangun keterlibatan dan kepercayaan konsumen, mempengaruhi niat pembelian, serta memberikan keunggulan kompetitif bagi platform belanja mobile di Indonesia.

Kata Kunci: Tanggung Jawab Sosial Perusahaan (CSR), Niat Membeli, Kepercayaan Konsumen, Aplikasi Belanja Mobile, Kebaikan, Integritas, Structural Equation Modeling (SEM), E-Commerce, Keterlibatan Konsumen, Indonesia.

1. Introduction

As information and communication technology advances rapidly, mobile shopping applications have emerged as one of the most popular platforms among users, providing comfort and convenience. According to the International Mining and Resources Conference (IMARC Group, 2024) report, the e-commerce market is predicted to grow rapidly and reach a value of billions of dollars in the coming years, with customers increasingly turning to mobile

applications to meet their financial needs in countries like China and South Korea, as well as in Indonesia, where prior research indicates that CSR can increase consumers' trust in brands, which influences their purchase intentions (Hameed et al., 2018; Islam et al., 2021)

In the contemporary business world-especially in the age of technology, the topic of Corporate Social Responsibility (CSR) has become increasingly important. CSR enhances a company's reputation and builds stronger relationships with customers. According to research, consumers increasingly pay attention to corporate social responsibility when they choose a company to buy something from (Khan et al., 2022). Companies that can demonstrate their commitment to CSR can gain a significant competitive advantage in the context of online shopping applications, where competition is intensifying.

Corporate Social Responsibility (CSR) encompasses a wide range of initiatives undertaken by companies to help social and environmental welfare. Consumers are now paying more attention to CSR when choosing goods and services. A survey showed that around sixty-six percent of customers worldwide would be more willing to buy goods from businesses that are committed to social and environmental responsibility. This suggests that CSR is an important part of building relationships with customers for the future, more than just a marketing strategy (Wekesa, 2024).

In a study, positive perceptions of CSR can increase customer loyalty and purchase intentions (Islam et al., 2021) (Rehman et al., 2019), (Popa et al., 2022) and (Quang TRAN et al., 2022). Likewise, customers who positively perceive the company's CSR are more likely to make subsequent purchases (Liu et al. 2018). In addition, CSR also affects a company's reputation, which in turn affects customers' purchase intentions (Wekesa, 2024). However, although many studies have examined the relationship between CSR and purchase intention, there is still a lack of understanding regarding how the trust aspect functions as a mediator.

Therefore, the novelty in this study is to test the incompatibility between competence and the relationship with perceived CSR and intention to purchase on mobile shopping platforms, so that in this study there will be a change in variables, namely competence variables with trust variables. Trust, as a more comprehensive variable, can provide a better understanding of how CSR affects purchase intention (Úbeda-García et al., 2021). This research emphasizes that one of the important factors influencing consumer purchase intentions is trust, which can be divided into several aspects, such as benevolence, competence, and integrity (Zhang et al., 2023). For companies that have good CSR programs, they have high consumer trust. By replacing the competence variable with trust, this study aims to provide deeper insights into the relationship dynamics between CSR and purchase intention on mobile shopping platforms.

Trust is an important part of the customer experience with mobile shopping apps. In this case, trust consists of users believing their application is safe, clear, and reliable. (Hajli et al., 2017) found that social media trust can influence purchase intention. However, less research addresses how trust in mobile shopping apps can offset the influence of CSR on purchase intention. Trust in platforms is becoming increasingly important in an increasingly connected world, where customers often conduct transactions online. Consumers need to be confident that the apps they use are not only safe but also open about their business practices.

Customer trust may increase when mobile shopping app information becomes more transparent, which will impact buyer decisions (Urinbaeva et al., 2023), as businesses that can demonstrate their commitment to CSR through transparency and effective communication will be more likely to attract and retain customers as consumer awareness of social and environmental issues increases.

Through a deeper understanding of the role of trust in this context, companies can formulate more effective strategies to build consumer trust, which in turn can increase the positive impact of their CSR initiatives on purchase intentions. This research is expected to

make a significant contribution to the existing literature and provide practical insights for companies in managing their relationships with consumers in this digital age.

This research uses the Social Exchange Theory. In the journal *Corporate Social Responsibility and Consumer Trust: The Mediating Role of Customer Satisfaction* written by Islam et al. (2021), social exchange theory (SET) is used to explain the relationship between corporate social responsibility (CSR), consumer trust, and customer satisfaction. expectations encourage interactions between individuals or entities to generate reciprocity or benefits, both material and non-material. Companies are perceived as providing benefits to consumers in terms of CSR, such as ethical practices, high-quality products, or social and environmental sustainability contributions. Consumers expect companies to deliver the same value to them, which can result in higher brand trust and satisfaction.

Companies that perform good CSR actions can build consumer trust, which in turn results in higher customer satisfaction. Consumers who feel valued and treated well by a company's CSR are more likely to trust the company as a whole.

2. Literature Review

CSR and intention to purchase through mobile shopping applications

Since the mid-20th century, the business community began focusing on corporate behavior's social side. There are many ideas about CSR, but most literature agrees on two concepts: a company's responsibility that goes beyond economic interests and its accountability to stakeholders such as customers (Rivera et al., 2016). In addition, businesses are considered socially responsible by consumers if they respect human rights or consumer rights (Bigné et al., 2006.)

Research on how consumers' perceptions of CSR influence their purchasing (Urinbaeva et al., 2023). Their results show that customers are likelier to purchase goods with high levels of customer service (CSR) than goods with low levels of CSR service (p. 1654). They also showed that customers considering CSR services when purchasing are more likely to participate in their purchasing behavior.

As described by previous research, consumer perceptions of Corporate Social Responsibility (CSR) have been shown to play an important role in influencing purchase intentions. Research by (Chen et al., 2022) found that effectively implemented CSR can increase consumer trust, which in turn strengthens purchase intentions, especially in the context of digital shopping. This is in line with the findings in this study which show that CSR, which focuses on social value and sustainability, has a positive relationship with consumer purchase intention in mobile shopping apps (Chen et al., 2022)

CSR implemented by companies increases positive perceptions of the brand and contributes to higher customer satisfaction, which in turn increases purchase and repurchase intentions (Zahira & Kurniawati, 2022). This finding is in line with this study which shows that consumer perceptions of CSR can strengthen trust and influence purchase intentions in mobile shopping applications.

This is based on previous findings showing that consumers prefer products from companies that engage in good CSR practices. (Dincer & Dincer, 2012) showed that CSR information affects consumer purchasing decisions, and the same opinion is also by (Popa et al., 2022) so this study proposes the following hypothesis:

H1: CSR has a positive effect on purchase intention on mobile shopping apps

The mediating role of trusting beliefs

Long-term relationships between customers and companies require a high level of trust (Ghondagsaz & Engesser, 2022). Since experts develop narrow concepts of trust to meet the characteristics of each study, the literature on e-commerce uses various definitions of trust

. (Mcknight et al., 2002) emphasized the importance of conceptual clarity. They suggested a multidimensional trust model consisting of five components: a disposition to trust, institution-based trust, trust beliefs, trust intentions, and trust-related behaviors. For the mediating variable in our study, the trust belief element was used.

The trust belief dimension is periodically recognized as an important mediating variable that produces positive behavioral relationship effects (Krisch & Grabner-Kräuter, 2017). Trust beliefs are defined in our study as mobile shopping app users' belief that the app has features that help them. Mobile shopping apps have features such as competence, benevolence, and integrity to act according to the interests of their customers.

The ability of mobile shopping apps to conduct transactions successfully is considered competence (Mcknight et al., 2002). It reflects customers' confidence that mobile shopping app vendors provide goods and services quickly and appropriately. Successfulness indicates how well mobile shopping app users perceive the vendor's response as friendly (Simões Coelho et al., 2023). Integrity is "honesty and promise fulfillment" offered by mobile shopping app companies (McKnight and Chervany, 2001).

As mentioned earlier, the relationship between CSR and trust beliefs can be explained by the concept of reciprocity in social exchange theory (SET). According to SET, relationships can only develop if there is reciprocity in attitudes and behaviors. Therefore, our research suggests that consumers will reciprocate the customer service actions (CSR) of mobile shopping apps with increased trust, which in turn will result in rewards for the company. Moreover, CSR serves as a manifestation that positively influences consumers' attitudes toward mobile shopping app platforms and their perceptions of the products and services offered (Yadav et al., 2018).

Studies investigating the direct relationship between CSR and trust beliefs found that CSR actions can influence consumers' purchasing decisions by increasing their trust in the competence, benevolence, and integrity of businesses. For example, observed that companies' CSR initiatives had a positive correlation with all three dimensions of trustworthiness (Park et al., 2014). In line with these results, it was found that consumer trust in the social commerce industry is significantly and positively predicted by corporate social responsibility (Puwirat & Tripopsakul, 2019).

Positive consumer behaviors, such as satisfaction, loyalty, and purchase intentions, are based on trust, or demands (Sahi et al., 2016; Shaker et al., 2023). Consumers are often faced with uncertainty when making online transactions in e-commerce and m-commerce because there is no direct interaction between buyers and sellers. Strong trust can reduce doubt and skepticism, making customers more trusting in the actions of mobile shopping application vendors (Hajli et al., 2017). Therefore, customers assess the ability, benevolence, and integrity of mobile shopping application vendors to determine whether they will perform purchasing behavior on the application (Hajli et al., 2017).

Corporate Social Responsibility (CSR) has a significant positive effect on consumer purchase intention. This finding supports the idea that corporate CSR can improve brand image and increase consumer trust, which in turn results in increased purchase intent in digital marketing (Widiastuti et al., 2023). The impact of trust on purchase intentions in the context of social commerce is both direct and indirect. Consumers must have "a significant level of trust in the seller's integrity, benevolence, and competence characteristics" if they are to make a purchase (Lu & Fan, 2016).

Among the many studies conducted in this area, only a small number of studies have looked at the impact of each of the trust dimensions in the relationship between customer care service (CSR) and purchase intention. Therefore, our research proposes that the dimensions of trust increase purchase intentions in the mobile shopping app industry. Based

on our literature analysis, we show that the customer care services (CSR) of mobile shopping app companies can build trust so this study proposes the following hypothesis:

H2: Benevolence mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps.

H3: Integrity mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps.

H4: Trust mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps.

The mediating role of satisfaction

The process of customer evaluation of how effectively a company performs in meeting customer needs and wants is called satisfaction (Hameed et al., 2018), and it is considered to be the result of perception. Most reports show that satisfaction is influenced by perceptions of customer service representatives (CSR). In some domains, higher levels of perceived CSR are associated with higher levels of satisfaction. (Rivera et al., 2016) found a direct positive relationship between CSR and satisfaction through two studies. In addition, (Shiau & Luo, 2012) found that higher levels of consumer satisfaction were obtained by companies that were more favored for their CSR efforts.

In addition, customer satisfaction is an important source for businesses to strengthen long-term relationships with their customers and is a key indicator of customers' positive attitudes and behaviors toward businesses (Shiau & Luo, 2012). In a survey of 215 customers, investigated the relationship between satisfaction, trust, seller activity, and consumer satisfaction (Shiau & Luo, 2012).

In addition, increased e-satisfaction or e-satisfaction as a result of perceived CSR increases consumer spending and customer loyalty levels on a United States-based e-commerce platform (Nisar & Prabhakar, 2017). Customer satisfaction has a significant influence on purchase intention, with satisfaction increasing along with positive experiences with the brand, both through products and services. This supports the argument that customer satisfaction acts as a mediator linking various factors, such as CSR or service quality, to consumer purchase intentions (Firkiana & Masnita, 2025). This study generates a conceptual framework as shown in Figure 1 and hypotheses as a result of previous research:

H5: Satisfaction mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps.

Based on the literature review of the above hypotheses, the conceptual framework in this study is shown in Figure 1.

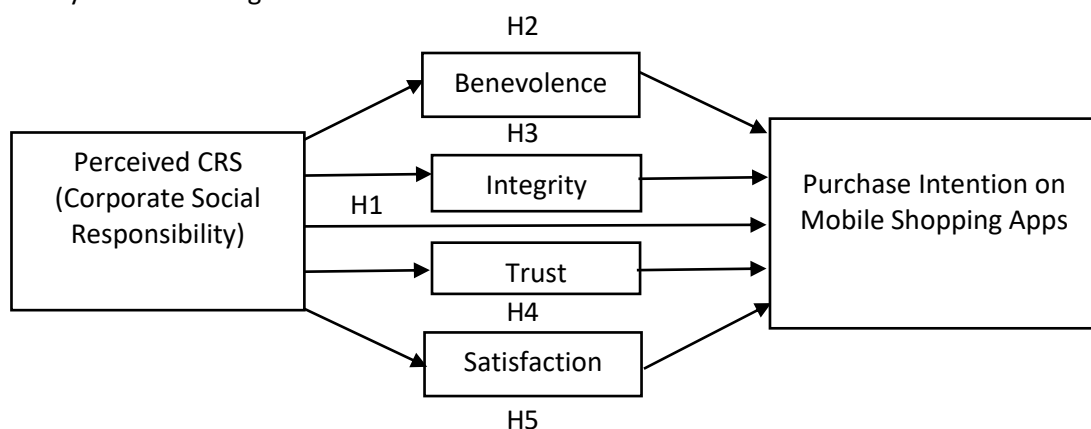


Figure 1. Conceptual Framework

3. Research Method

This study looks at how Corporate Social Responsibility (CSR) affects purchase intention in mobile businesses by considering the mediating role played by trust and satisfaction. The purpose of this study is to find out how consumers' perceptions of CSR can influence their decision to purchase online shopping apps and how trust and satisfaction function together. This research was conducted by involving participants who are users of mobile shopping applications in Indonesia. Indonesia is one of the countries with the highest mobile commerce market share in the world ((IMARC Group, 2024) with 86.6% of the Indonesian population owning a smartphone (BPS, 2024).

The type of data used in this study is quantitative data collected through questionnaires using non-probability sampling techniques and a purposive sampling approach. The number of question indicators in this study was 18 and given a 5-point measurement Linkert scale, with scores ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The total number of respondents was 244, with screening criteria to select participants who used the mobile shopping application in less than 3 months. So that 242 respondents can be analyzed.

The SEM (Structural Equation Modeling) analysis method and AMOS 24 were used to analyze the statistical model of the variables used in this study.

4. Result and Discussion

Research data from 244 respondents was used to analyze the results of the statements submitted through the questionnaire. A total of 242 respondents met the criteria and proceeded to further analysis. This study tested the hypotheses using the SEM (Structural Equation Modeling) method, and the questionnaire data were analyzed with AMOS 24 and SPSS. The effects of CSR, Benevolence, Integrity, Trust, Satisfaction, and Purchase Intention were included in this analysis following the guidelines of value-based adoption theory (Hair Jr et al., 2019)

Table 1. Respondent Characteristics

Age		
Age	Amount	Percentage %
18-23 Years	74	30.6
24-29 Years	103	42.6
30-35 Years	34	14.0
36-41 Years	24	9.9
42-47 Years	4	1.7
>48 Years	3	1.2
Total	242	100
Gender		
Gender	Amount	Percentage %
Male	111	45.9
Female	133	54.1
Total	244	100
Education Level		
Education Level	Amount	Percentage %
High School	68	28.1
S1	158	65.3
S2/S3	16	6.6
Total	242	100
Employment Status		
Employment Status	Amount	Percentage %

Student	36	14.9
Collegian	54	22.3
Private Employee	87	36.0
Civil Servant	29	12.0
Others	36	14.9
Total	242	100
Frequency of Use		
Frequency of Use	Amount	Percentage %
Every day	17	7.0
Several times a week	78	32.2
Once a week	27	11.2
Several times a month	87	36.0
Rarely	33	13.6
Total	242	100
Average Monthly Spending on Online Shopping		
Average Monthly (Rp)	Amount	Percentage %
<500.000	111	45.9
500.000 - 1.000.000	77	31.8
1.000.000 - 2.000.000	41	16.9
2.000.000 - 5.000.000	6	2.5
>5.000.000	7	2.9
Total	242	100
Mobile Shopping Application		
Aplikasi Mobile Shopping	Amount	Percentage %
Lazada	23	9.5
Tiktok Shop	43	17.8
Shopee	120	49.6
Tokopedia	49	20.2
Lainnya	7	2.9
Total	242	100

Based on Tables 1, the demographics of respondents can be described as follows: Based on the data, as many as 242 users of the Mobile shopping application in less than 3 months, dominated by the age of 24-29 years or often called millennials, which is 42.6%. Millennials (24-39 Years) who generally seek comfort and trust, find it helpful to feature customer reviews, money-back guarantees, and easy return policies, which increase their sense of security in transactions (Sun et al., 2021). Respondents were dominated by women as many as 133 or 54.1%, and men as many as 111 or 45.9%, respondents who dominated were undergraduates.158 or 65.3 with the most job status using the Mobile Shopping Application were private employees as many as 87 or 36.0%, for the average monthly expenditure incurred by respondents, namely less than IDR 500,000 with 111 or 45.9 respondents, and the type of mobile shopping platform most often used was shopee with the results of 120 respondents or 49.6%.

Table 2. Validity Test Results and Descriptive Statistical Test

Variable & Items	Factor Loading	Conclusion	Cronbach Alpha	Mean	Std Deviasi
CSR					
1. My mobile shopping app has high integrity in CSR	0.650	Valid	0.709	3.867	1.026

practices					
2. My mobile shopping app is responsive to social and environmental issues	0.479	Valid		3.822	1.000
3. The mobile shopping app I use respects consumer rights	0.600	Valid		4.103	0.982
Benevolence					
1. This mobile shopping app always acts in the best interest of the customer	0.709	Valid	0.728	3.950	1.009
2. This mobile shopping app provides good customer service and is responsive	0.740	Valid		4.012	0.885
3. I feel that this mobile shopping app strives to build a good relationship with the customer	0.632	Valid		4.243	0.811
Integrity					
1. These mobile shopping apps are transparent in their policies and business practices	0.736	Valid	0.770	3.851	0.978
2. I trust that this mobile shopping app is honest in all their communications	0.640	Valid		3.789	0.929
3. I trust that this mobile shopping app is honest in all their communications	0.802	Valid		3.933	1.083
Trust					
1. I feel safe making transactions on this mobile application	0.611	Valid	0.621	4.016	0.997
2. I feel safe making transactions on this mobile application	0.559	Valid		3.995	0.944
3. I believe that the customer service on this mobile App will help me if I have a problem	0.625	Valid		3.979	1.064
Satisfaction					
1. I am satisfied with my experience using the mobile shopping app	0.658	Valid	0.643	4.078	0.971
2. The mobile shopping application I use meets my expectations	0.585	Valid		4.008	0.920
3. I feel happy with the service provided by the	0.634	Valid		4.144	0.928

mobile application	shopping					
Purchase Intention						
1. I plan to purchase a mobile shopping application soon	0.645	Valid	0.637	3.917	1.055	
2. I am more likely to buy products from a mobile shopping application that has good CSR	0.449	Valid		4.024	0.997	
3. I would recommend this mobile shopping app to others	0.751	Valid		4.103	0.969	

Source: Result from Validity and Statistic Descriptive Using AMOS, 2024

Table 2 shows the results of the validity, reliability, and descriptive statistics tests. Validity is the level of ability of the research measuring instrument to measure the intended concept so that the measurement results can be trusted and accurate. With a sample size of 242 respondents, the standard factor loading is 0.35. The reliability test shows how well a measuring device can produce identical results on the same subject repeatedly. Instrument reliability is indicated by a Cronbach Alpha value greater than 0.6 (Hair Jr et al., 2019) Descriptive statistics are used to provide specific explanations about the data. In this study, mean and standard deviation were used to test descriptive statistics. Table 7 above shows that all instruments used to measure variables can be considered valid because each instrument has a factor loading greater than 0.35, which indicates that the instrument is suitable for measuring variables. In addition, the Cronbach alfa value of each variable must be greater than 0.60, which indicates that the instruments used in this study are considered consistent. The results of the descriptive statistics show that all variables had a wide range of responses, with most giving between four and five responses and having a standard deviation value below 0.

Table 3. Model fit test indicators

Measurement Type	Measurement	Fit Model Descision	Processed	Decision
Absolute measures	fit <i>Chi-square</i>	<i>Low chi-square</i>	570.582	
	<i>p-value Chi-Square</i>	≥ 0.05	0.000	Poor Fit
	GFI	≥ 0.90	0.788	Poor Fit
	RMSEA	0.03-0.08	0.025	Poor Fit
	RMR	≤ 0.05	0.119	Poor Fit
Incremental measures	fit TLI	≥ 0.90	0.728	Poor Fit
	NFI	≥ 0.90	0.723	Poor Fit
	CFI	≥ 0.90	0.769	Poor Fit
Parsimonious measure	fit CMIN/DF	Between 1 to 5	4.389	Model Fit
	AIC	Approaching the Saturated value compared to the independent.	652.582	Model Fit

Source(s): (Hair et al., 2019)

Model fit test is one method that aims to determine whether the structural model in this study is suitable for this study (Hair Jr et al., 2019). In Table 9, the test results of the 10 parameters tested, 2 criteria indicate a good model fit, namely CMIN / DF, and AIC. Meanwhile, 7 criteria indicate a low model fit: the *p-value Chi-Square*, GFI, RMSEA, TLI, NFI,

and CFI. Based on the results of the model fit test indicators, hypothesis testing can be carried out because the model fit criteria are met.

Table 4. Hypothesis Test

	Hypothesis Description	Estimate	p-value	Conclusion
H1	CSR has a positive effect on purchase intention on mobile shopping apps	0.177	0.000	Supported
H2	Benevolence mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps	6.696	0.000	Supported
H3	Integrity mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps	7.166	0.000	Supported
H4	Trust mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps	6.989	0.000	Supported
H5	<i>Satisfaction mediates the positive influence between CSR and Purchase Intention on Mobile Shopping Apps</i>	6.867	0.000	Supported

Source(s): Results of Regression Weights Using AMOS, 2024

Table 4 shows the results of hypothesis testing in this study. The first hypothesis test has a p-value of $0.000 < 0.05$ and has a positive estimate value of 0.177, with these results it can be concluded that the hypothesis is accepted. This result states that CSR has a significant effect on Purchase Intention. Corporate Social Responsibility (CSR) influences buyer desire. Previous studies have found that effective CSR initiatives can increase customer trust and loyalty, encouraging them to make purchases (Widiastuti et al., 2023) In addition, previous research found that perceived value also known as “perceived value” has a significant relationship between positive experiences generated by CSR and customers' desire to purchase goods through online shopping platforms (Wekesa, 2024) This suggests that CSR is essential for building long-term customer relationships and being a marketing tool. The second hypothesis test has a p-value of $0.000 < 0.05$ and has a positive estimate value of 6,696, with these results it can be concluded that the hypothesis is accepted. This result states Benevolence mediates the positive influence between CSR and Purchase Intention. The third hypothesis test has a p-value of $0.000 < 0.05$ and has a positive estimate value of 7,166, with these results it can be concluded that the hypothesis is accepted. This result states that Integrity mediates the positive influence between CSR and Purchase Intention. The fourth hypothesis test has a p-value of $0.000 < 0.05$ and has a positive estimate value of 6,989 with these results it can be concluded that the hypothesis is accepted. These results state that Trust mediates the positive influence between CSR and Purchase Intention. When users feel trust in using mobile shopping applications, this can increase user perceptions of security and convenience in transactions. High trust in mobile shopping applications can encourage users to be more active in making purchases (Sahi et al., 2016) In addition, emphasizes that information transparency and effective communication from application providers can strengthen consumer trust (Shaker et al., 2023) . Similarly, it was found that trust in the application significantly contributes to consumer purchase intentions, creating a more positive and

satisfying shopping experience (Urinbaeva et al., 2023). The fifth hypothesis test has a p-value of $0.000 < 0.05$ and has a positive estimate value of 6,989 with these results it can be concluded that the hypothesis is accepted. This result states that Satisfaction mediates the positive influence between CSR and Purchase Intention.

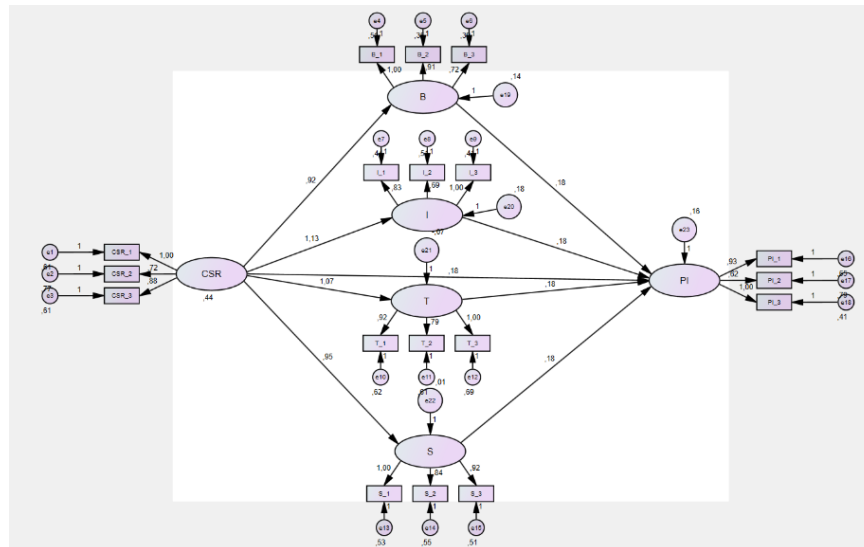


Figure 2. Confirmatory factor analysis

5. Conclusion

This study found that Corporate Social Responsibility (CSR) increases customers' desire to use mobile shopping apps. According to the analysis, trust elements such as benevolence and integrity are important links between CSR and purchase intention. Companies that implement successful CSR initiatives increase customer trust and encourage them to buy more. The results suggest that companies, especially e-commerce companies, should incorporate strong CSR practices into their business strategies. By doing this, companies can build better long-term relationships with their customers and increase their competitiveness in an increasingly competitive market. This study also provides new insights into how trust serves as a mediator in the context of CSR and purchase intention, which can serve as a basis for further research in this area.

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