Corporate Social Responsibility (CSR) On Social Media towards Brand Advocacy Behavior in the Banking Industry

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ABSTRACT: Corporate Social Responsibility (CSR) programs are considered crucial as they facilitate effective communication with customers and potential customers, while also fostering stronger bonds between customers and companies. This journal article investigates the impact of Corporate Social Responsibility (CSR) in Social Media on Brand Advocacy Behavior, mediated by Customer Engagement (CE), Customer Company Identification (CCI), and Brand Trust. The study involved a sample of 239 customers from 14 banks, comprising 4 banks in the KBMI 4 category and 10 banks in the KBMI 3 category, with account tenure exceeding six months. The survey was completed through an online questionnaire, and data analysis was performed using Structural Equation Modeling (SEM). The findings of this research revealed that CSR, mediated by Customer Engagement, Brand Trust, and Customer Company Identification, has an overall positive effect on Brand Advocacy Behavior among bank customers in Indonesia. This study is based on the social identity (SI) theory, which is widely utilized to explain the behavioral patterns of individuals in diverse contexts. The presence of various psychological factors as mediators substantiates the significant role of CSR in shaping the behavior of specific individuals. This research underscores that banks are not solely profit-oriented, but also actively engage in sustainable CSR initiatives. The implications of this study are particularly relevant to the banking sector, emphasizing the significance of communicating CSR initiatives on social media in fostering meaningful customer relationships and promoting Brand Advocacy Behavior.

KEYWORDS: Corporate Social Responsibility (CSR), Customer Engagement (CE), Customer Company Identification (CCI), Brand Trust and Brand Advocacy Behavior

I. PRELIMINARY

Banks, as state financial institutions, possess the authority to collect, manage, and oversee all financial matters, with the aim of enhancing the economy and improving the welfare of the people. Bank management endeavors to ensure the continuity of banking operations, allowing these institutions to be sustained and further developed. To achieve this, adequate competitiveness is essential. A competitive bank must possess sufficient and stable capital to support its operations. The government, specifically Bank Indonesia, regulates the amount of bank capital. The Financial Services Authority (OJK) has recently introduced changes in the regulations regarding the categorization of banks, shifting from Commercial Banks for Commercial Purposes (BUKU) to Bank Groups based on Core Capital (KBMI). This change aligns with the provisions outlined in POJK number 12/POJK.03/2021, which focuses on the consolidation of Commercial Banks.

The classification of commercial banking groups has transitioned from BUKU to KBMI. KBMI is divided into four groups KBMI I for banks with core capital up to Rp. 6 trillion, KBMI II for banks with core capital above Rp. 6 trillion - Rp. 14 trillion, KBMI III for banks with core capital of Rp. 14 trillion - Rp. 70 trillion, and KBMI IV for banks with core capital exceeding Rp. 70 trillion. POJK Number 12/PPOJK.03/2021 serves as a guideline to assist various stakeholders, including Bank Indonesia and relevant ministries (Financial Services Authority, 2021). As a result of the new KBMI ranking, only four commercial banks remain, with KBMI 4 being the highest category. These include Bank Mandiri, Bank Central Asia (BCA), Bank Negara Indonesia (BNI), Bank Rakyat Indonesia (BRI), along with ten other banks, including those classified under KBMI 3.

Based on Table 1, there are a total of 14 banks, comprising 4 banks in KBMI category 4 and 10 banks in KBMI category 3, which means that these 14 banks possess the largest core capital in Indonesia. Banks with substantial core capital also tend to have significant assets. The presence of a considerable asset base in a financial institution signifies its reliability and relatively lower risk of bankruptcy. Banks actively engage in Corporate Social Responsibility (CSR) as a vital strategy, benefiting both society and the company itself. The CSR activities conducted by banks demonstrate their commitment to societal responsibility (Jeon et al., 2020). Such CSR initiatives require banks to not only maintain sound financial management but also fulfill their responsible role in addressing environmental and social issues. Previous research has shown that CSR-related communication activities on social

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media exert positively influence Customer Engagement (CE), Customer Company Identification (CCI), Brand Trust, and Brand Advocacy Behavior (Huang et al., 2023; Fatma & Khan, 2023).

Table 1. KBMI Classification of Banking Issuers on the IDX KBMI 3 & 4

No.	Emiten	Ekuitas (trillion)	Classification
1	BRI	Rp. 196,99	KBMI 4
2	MANDIRI	Rp. 189,08	KBMI 4
3	BCA	Rp. 187,37	KBMI 4
4	BNI	Rp. 116,38	KBMI 4
5	PANIN	Rp. 43,83	KBMI 3
6	DANAMON	Rp. 43,78	KBMI 3
7	CIMB NIAGA	Rp. 41,39	KBMI 3
8	PERMATA	Rp. 35,65	KBMI 3
9	BTPN	Rp. 32,86	KBMI 3
10	OCBC NISP	Rp. 31,28	KBMI 3
11	MAYBANK	Rp. 26,99	KBMI 3
12	BSI	Rp. 23,34	KBMI 3
13	BTN	Rp. 19,91	KBMI 3
14	MEGA	Rp. 16,99	KBMI 3

Source: (Putra, 2021)

Customer Brand Advocacy Behavior is of utmost importance for businesses as it enables natural and cost-effective growth, particularly when they benefit from the advocacy of their consumers. A company's strategy of customer brand advocacy can save costs on traditional advertising and marketing campaigns. Previous CSR research has primarily focused on examining the impact of CSR activities on customer loyalty (Agyei et al., 2022). This article aims to contribute to the existing discussion by continuing to explain the relationship between CSR communication activities by addressing significant customer behaviors considered as customer Brand Advocacy Behavior. Brand Advocacy Behavior holds greater significance than loyalty and purchase preference, as loyal customers continuously repeat purchases from their most beloved brands but, as opposed to advocates, the likelihood of them supporting the brand is reduced in their societal environment. Given the significance of customers as brand advocates, companies undertake various approaches to transform their customers to become loyal advocates. In this context, CSR research plays a role in influencing Brand Advocacy Behavior.

Customer Engagement (CE) encompasses the interactions and communications between companies and customers through social media and other channels. Businesses must foster customer loyalty to establish long-term relationships with their customers, as this loyalty serves as motivation for continued product usage. The role of various psychological factors as mediators is crucial in comprehending the mechanisms through which CSR influences specific individual behaviors. The presence of these mediators justifies the significant impact of CSR in determining, influencing, and ultimately changing the behavior of specific individuals (Glavas, 2016).

A growing body of knowledge acknowledges the significant part played by the people's emotions in affecting behavioral patterns. Recent data demonstrates that people's emotions have a direct impact on customer loyalty and advocacy behavior (Nabi, Gustafson, & Jensen, 2018). Businesses today are increasingly aware of the crucial path that emotions take in forming behaviors and strive to establish emotional connections with their customers. Previous studies have indicated that CSR initiatives have a favorable effect on the emotions of customers, namely engagement (CE), which subsequently affects the outcomes of customers.

Consumers actively seek information regarding a company's social and ethical practices and its commitment to social responsibility, as it serves as a key strength that defines the company's identity (Fatma et al., 2019). A positive corporate identity and reputation encourage consumers to provide their utmost support and maintain prolonged relations with the business (Tourky et al., 2020). The psychological state of consumers, encompassing their perception, emotions, and evaluation of their affiliation with a company, represents a selective, active and voluntary action driven by the satisfiability of an individual or more customer demands. Among the significant psychological factors related to customer emotions is Customer Company Identification (CCI), reflecting the customer's psychological attachment to the company (Rather & Hollebeek, 2019). Customer Company Identification (CCI) has emerged as a critical business imperative, as research confirms that customers who possess a stronger sense of identifying within the organization not only exhibit a greater level of contentment but also demonstrate greater brand loyalty (Kassemeier et al., 2022).

CSR initiatives boost the firm's and positively impact the company's market performance and market share. Additionally, the implementation of CSR assists in minimizing risk factors and influences corporate reputation (Liu et al., 2020). Research indicates

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that the ethics of business are tightly linked to customer attitudes towards brands, while the value of CSR should not be overlooked (Ferrell et al., 2019)**.** Positive views on CSR activities generate favorable brand attitudes, which in turn strengthen customer purchase intentions (Ramesh et al., 2019). Brand trust reflects customers' perception of a brand's ability to fulfill their expectations based on their experiences, transactions, and interactions with the brand. Brands serve as carriers of symbolic meaning. Brand trust leads to customer satisfaction and positive outcomes, as it instills consumer confidence that the brand will meet their expectations. Prior studies have established a connection between a high level of brand trust and the tendency of consumers to participate in a favorable verbal promotion (Rajaobelina et al., 2021).

The theoretical framework of this article is based on the principles of social identity (SI) theory, which is widely utilized to explain the behavioral patterns of individuals in various contexts (Guan & So, 2016). The variational manifestation of psychological features as mediators validate the significant influence of CSR in shaping the behavior of individuals. In Indonesia, banks promote their CSR programs to positively impact their reputation and brand image. This study introduces Brand Trust as a mediating variable in examining the influence of CSR communication on social media on Brand Advocacy Behavior among bank customers in Indonesia. Brand Trust holds significant implications for a company's marketing outcomes.

The objective of this article is to investigate the influence of corporate social responsibility, Customer Engagement (CE), Customer Company Identification (CCI), and Brand Trust on Brand Advocacy Behavior among bank customers categorized under KBMI 3 and KBMI 4. The study aims to enhance the strategies of banking companies in Indonesia, particularly in the realm of CSR communication activities. Thus, the research problem formulated in this research is to explore the interrelationships among the variables of corporate social responsibility, Engagement (CE), Customer Company Identification (CCI), and Brand Trust, along with the mediating role of these variables.

II. THEORETICAL BASIS
2.1. Library Review
Corporate Social Responsibility (CSR)
CSR is a company's obligation to incorporate social, economic and environmental aspects into its business as well as establishing and sustaining solid connections with stakeholders, notably customers (Currás-Pérez et al., 2018). CSR is considered the right way for businesses to survive (Raza et al., 2020). CSR plays an important role in generating improved organizational performance as well as perceived value by customers and competitive advantage Customer behavior is examined from the perspective of social media, highlighting its effectiveness as a platform for disseminating information about an organization's CSR activities. Research indicates that CSR-related information from a specific bank significantly impacts customer purchase intentions (Gupta et al., 2021). CSR represents a firm's commitment to its stakeholders and the broader community with the aim of enhancing the overall quality of life.

Customer Engagement (CE)
Customer Engagement (CE) is now starting to become a research topic in marketing literature, especially seen as a dynamic strategy to build and maintain competitive advantage. Customer Engagement (CE) is defined as Behavior that goes beyond an event and can be precisely identified as the manifestation of customer behavior that is aligned with a brand or business beyond the purchase and is the result of motivation. Customer Engagement (CE) is defined as "cognitive, emotional and behavioral activities related to brands that affect consumers positively during or in connection with consumer/brand focus interactions (Hollebeek et al., 2014). Customer Engagement (CE) is viewed as a multidimensional construct that mainly consists of "Cognitive, Affective/Emotional and Behavioral Dimensions" of consumer relationships with companies or brands (Rather, 2020). Customer Engagement (CE) is a customer's emotional, cognitive, and behavioral investment in brand interactions (Kosiba et al., 2020).

Customer Company Identification (CCI)
Customer Company Identification (CCI) is a definite concepts and tools to construct and permanent relationships with customers. Customer Company Identification (CCI) is related to customer engagement and customer loyalty (Badenes-Rocha et al., 2019), and customer language behavior (Ran & Zhou, 2019). CCI helps explain the rationale that people use in their relationships with firms. Prior literature explains that to begin the identifying process, customers must grasp the company's core values and experience a strong connection and ownership of the business even if they are not formally members of the business (Hur et al., 2018). Customers see themselves as a group for which they are responsible socially and different from others. In professional and business environments, customers who recognize that companies are socially accountable are more inclined to support their services and products.

Brand Trust
The most crucial element in creating enduring connections between two parties is trust. Trust is ethically appropriate behavior as a vital element linking individuals and organizations (Raza et al., 2020). Trust will greatly affect loyalty which makes customers want to visit again (Mariño-Romero et al., 2020). Brand trust can reduce uncertainty in an environment where consumers feel

insecure in it. Brand trust is simply known as the readiness of consumers to trust or depend on brands in risk situations due to the expectation that the brand in question will provide positive results (Tjiptono, 2019).

Brand Advocacy Behavior

Brand Advocacy Behavior refers to customer behavior wherein they not only support a brand but also stand up for it in the face of critics. Word-of-mouth marketing strategies arise from companies' intrinsic motive to participate in CSR activities, which in turn leads to contribute to significant brand advocacy (Saleh et al., 2015). Consumers who trust a brand are likelier to recommend it to others (Bhati & Verma, 2020). Advocacy behavior among consumers occurs when they have trust in a brand and deduce that the brand aligns with their perceived expectancies (Fatma & Khan, 2023). Brand Advocacy Behavior represents a type of behavior exhibited by loyal customers who not only continue purchasing from their preferred brand but also actively promote it within their social circles.
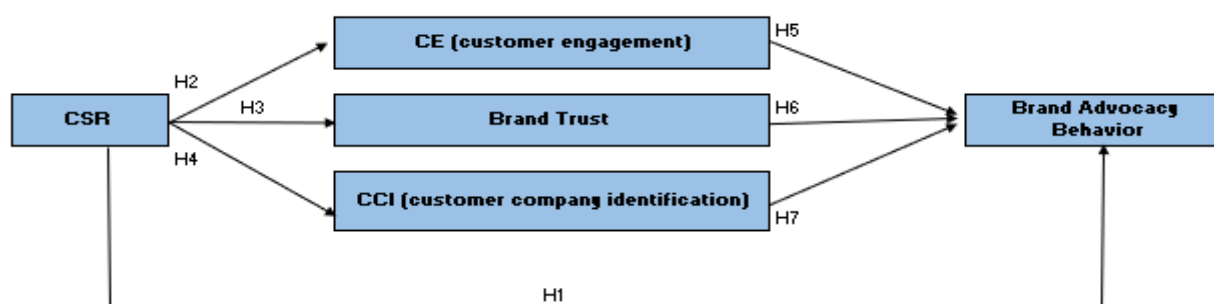
2.2. Conceptual Framework

Figure 1. Conceptual Framework Chart

2.3. Hypothesis Development

Corporate Social Responsibility (CSR) and Brand Advocacy Behavior

The word-of-mouth drive from CSR is the result of intrinsic motives of companies to engage in CSR activities, and may additionally immensely influence brand advocacy (Saleh et al., 2015). CSR activities boost consumer assessment of the enterprise, leading to a favorable outcome. CSR is considered to be among the most effective approaches to engage in marketing activities that help firms develop a socially responsible reputation since there is a stronger and more favorable association between brand advocacy and customer views. (Fatma & Khan, 2023). Recent research also validates the theoretical assertion that CSR-related communication of a brand on social media can determine Brand Advocacy Behavior (S. Huang et al., 2023). Hence, it can be hypothesized that a company's involvement in CSR initiatives positively influences consumer brand advocacy behavior.

H1 = CSR-related communication on social media can affect Brand Advocacy Behavior

Corporate Social Responsibility (CSR) and Customer Engagement (CE)

Customer Engagement (CE) has been linked to different forms of communicative behavior by customers, such as brand referrals, customer support, and increased positive word-of-mouth (Bilro et al., 2019). Recent studies on CSR communication on social media found a positive influence on CE, which further drives brand advocacy behavior. CE, resulting from CSR, is a significant predictor for transforming customers into brand supporters (Bilro et al., 2019). Recent research discovered that CSR engagement by banking organizations on social media positively influences CE (S. Huang et al., 2023). Hence, it can be hypothesized that a company's involvement in CSR initiatives has a positive influence on Customer Engagement (CE).

H2 = CSR-related communication on social media can affect the level of customer engagement (CE).

Corporate Social Responsibility (CSR) and Brand Trust

Companies have a positive influence of their social responsibility initiatives on the outcomes of consumer behavior, and they require to establish trust in CSR activities for social well-being (Park et al., 2014). Consumers establish a strong level of trust in corporations engaged in CSR activities (Kim, 2019). CSR initiatives of a company reflect its character and values, which help build trust in the company, and CSR activities play a vital role in establishing trust in the brand (Fatma & Khan, 2023). Therefore, it can be hypothesized that a firm's involvement in CSR initiatives has a positive influence on Brand Trust.

H3 = CSR-related communication on social media significantly affects brand trust

Corporate Social Responsibility (CSR) and Customer Company Identification (CCI)

Corporate social responsibility has been identified as the most representative driver in influencing consumer identification with a company (M. H. Huang et al., 2017). The growing significance of social media has made it possible for literature on marketing communication to demonstrate how consumer participation with a business on social media impacts the Identification of the Customer Company (Wibowo et al., 2021). Recent research found that CSR engagement by banking organizations on social

media positively influences Customer Company Identification (S. Huang et al., 2023). Hence, it can be hypothesized that a firm's involvement in CSR initiatives has a positive influence on Customer Company Identification.

H4 = CSR-related communication on social media can affect customer company identification (CCI)

The Mediating Effect of Customer Engagement (CE)

CE has been associated with different forms of communicative behavior by customers, such as customer support, brand referrals, and heightened favorable word-of-mouth (Bilro et al., 2019). CSR-related communication on social media has a positive influence on CE, which in turn drives Brand Advocacy Behavior. CE, resulting from CSR, is a significant predictor for transforming customers into brand advocates (Bilro et al., 2019). Recent research confirms that Customer Engagement (CE) significantly mediates the relationship between CSR and Brand Advocacy Behavior (S. Huang et al., 2023). Hence, it can be hypothesized that a company's involvement in CSR initiatives positively influences Brand Trust, mediating the positive and significant relationship between CSR and Customer Engagement (CE).

H5 = Customer Engagement (CE) significantly mediates the relationship between CSR and Brand Advocacy Behavior

The Mediating Effect of Brand Trust

Companies that adopt environmentally responsible practices enjoy a heightened level of customer trust (Palacios-Florencio et al., 2018). Companies need to implement social responsibility practices to strengthen their brand position (Fatma et al., 2018). Recent research reveals that brand trust mediates the relationship between CSR and brand advocacy (Fatma & Khan, 2023). Therefore, it can be hypothesized that a firm's involvement in CSR initiatives has a positive influence on brand trust, mediating the positive and significant relationship between CSR and Brand Advocacy Behavior.

H6 = Brand trust mediates the positive and significant relationship between CSR and Brand Advocacy Behavior

The Mediating Effect of Customer Company Identification (CCI)

Customers are recognized as significant organizational stakeholders, and they have increasingly faced elevated expectations from their stakeholders to act ethically by fulfilling different CSR responsibilities (Fatma et al., 2019). From the perspective of CSR, there is existing research indicating the mediating role of CCI in influencing different customer behavioral intentions (Raza et al., 2020). Recent research confirms that CCI is a significant mediator between CSR and Brand Advocacy Behavior (S. Huang et al., 2023).

H7 = Customer Company Identification (CCI) mediates the relationship between CSR and Brand Advocacy Behavior

III. RESEARCH METHODS

3.1. Method of collecting data

The research variables in this study include corporate social responsibility (CSR), Customer Engagement (CE), Customer Company Identification (CCI), Brand Trust, and Brand Advocacy Behavior. This article aims to test hypotheses and analyze the influence of each variable using Structural Equation Models (SEM). The time horizon for this research is cross-sectional, as the sampling is limited to a specified timeframe (Uma Sekaran, 2016). The study employs several variables and measurements. CSR is measured using 6 statement items, Customer Engagement (CE) with 4 statement items, Customer Company Identification (CCI) with 4 statement items, Brand Trust with 5 statement items, and Brand Advocacy Behavior with 4 statement items. A 5-point Likert scale questionnaire is utilized to measure each variable. The population consists of individuals aged at least 17 years in Indonesia. The total population size is not known, so the study utilizes sampling. Non-probability sampling is employed using the purposive sampling technique. The desired criteria include customers who have accounts with banks classified under KBMI 3 or KBMI 4, customers who have held their accounts for a minimum of six months, customers who are aware of CSR activities or corporate social responsibility, and customers who have accessed electronic banking services (mobile banking, SMS banking, internet banking, ATMs, and bank websites). The questionnaire was distributed online using Google Forms to 239 respondents located in the two major islands of Indonesia, namely Sumatra and Java.

IV. RESULTS AND DISCUSSION

The respondent profile is presented in Table 2, including the classification by gender, monthly income, education level, age, occupation, and length of time using banking services. Based on gender, the majority of respondents are women, comprising 137 respondents or 57.3% of the total respondents. Regarding occupation, the majority of respondents are employees, totaling 203 respondents or 84.9% of the respondents. Regarding age, most participants fall into a specific category over 34 years old, accounting for 126 respondents or 52.7% of the total respondents. With respect to education level, the majority of respondents have obtained a bachelor's degree or higher (S1, S2, S3), totaling 218 respondents or 91.2% of the total respondents. Based on the length of time using banking services, the majority of respondents have been utilizing these services for more than six months, comprising 239 respondents or 100% of the respondents.

In Table 2, based on the most frequently used banking service, the majority of respondents use banking services from BCA, with 121 respondents or 50.62% of the total respondents. In terms of the most frequently used electronic banking service, the

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majority of respondents use mobile banking, with 211 respondents or 88.3% of the total respondents. In Table 3, the frequency and intensity are presented, including the classification of frequently used banking services, the most commonly used electronic banking service, and the types of CSR/banking corporate social responsibility known. Based on frequently used banking services, the majority of respondents use banking services from BCA, comprising 121 respondents or 50.62% of the total respondents. Regarding the most frequently used electronic banking service, the majority of respondents use M-Banking, with 211 respondents or 88.28% of the total respondents. In terms of the known types of banking CSR, the majority of respondents are aware of Banking Education CSR, with 75 respondents or 31.38% of the total respondents, followed by CSR related to Social Community, with 69 respondents or 28.87%. In terms of the known types of banking CSR, a minority of respondents are aware of Environmental CSR, with 27 respondents or 11.29% of the total respondents.

Based on Table 4, it may be that the remaining 23 indicators have significance values above 0.40, indicating that all 23 indicators are considered valid. The results of the reliability test show that all variables have Cronbach's alpha values greater than 0.6, indicating that they meet the reliability criteria or demonstrate internal consistency among the indicators within a variable.

Table 2. Respondents Profile Table

Profile of Respondents		Total	%
1. Gender			
	male	137	57.3
	female	102	42.7
Total		239	100
2. Age			
	17 -22 years old	1	0.4
	23 - 28 years old	44	18.4
	29 - 34 years old	68	28.5
	34 years old>	126	52.7
Total		239	100
3. Education			
	Senior high school and equivalent	4	1.7
	Diplomas and equivalents	17	7.1
	Bachelor's Degree S1/S2/S3	218	91.2
Total		239	100
4. Jobs			
	Student	8	3.3
	Employees	203	85
	Self-employed	28	11.7
Total		239	100
5. Income per month (Rupiah)			
	≤ Rp. 4.000.000	6	2.5
	Rp. 4.000.001 – Rp. 8.000.000	65	27.2
	≥ Rp. 8.000.001	168	70.3
Total		239	100
6. Timeframe of Using Banking Services			
	> 6 months	239	100

Table 3. Table of Frequency and Intensity

Frequency & Intensity	Total	%
1. Which banking services do you use most often		
BRI	14	5.86
MANDIRI	34	14.23
BCA	121	50.63
BNI	20	8.37
PANIN	0	0.00

DANAMON	1	0.42
CIMB NIAGA	13	5.44
PERMATA	6	2.51
BTPN	11	4.60
OCBC NISP	4	1.67
MAYBANK	6	2.51
BSI	7	2.93
BTN	1	0.42
MEGA	1	0.42
Total	**239**	**100**
2. Which e-banking services do you use most often		
Mobile Banking	211	88.28
SMS Banking	1	0.42
Internet Banking	21	8.79
ATM	6	2.51
Website Bank	0	0.00
Total	**239**	**100**
3. Which types of CSR/corporate social responsibility of banks do you know?		
Education and the Educational World	68	28.45
Banking Education	75	31.38
Social Community	69	28.87
The Environment	27	11.30
Total	**239**	**100**

Table 4. Validity Test, Reliability Test and Descriptive Statistics

Indicator	Mean	Std. Deviation	Factor Loading	Cronbach's Alpha
Corporate Social Responsibility (CSR)				
1 When I look at this bank's CSR-related communications on social networking websites, I feel the bank is socially responsible.	3.711	1.255	0.899	0.919
2. When I look at this bank's CSR-related communications on the social networking website, I feel the bank contributes to the welfare of society	3.657	1.226	0.878	0.923
3. When I look at this bank's CSR-related communications on the social networking website, I feel the bank contributes to donation programs	3.615	1.189	0.869	0.922
4. When I look at this bank's CSR-related communications on the social networking website, I feel that the bank does not harm the environment.	3.569	1.228	0.864	0.923
5. I share this bank's CSR-related posts on social media pages	3.209	1.137	0.758	0.931
6. I engage in conversations related to this bank's CSR on social media pages	3.113	1.213	0.768	0.930
Customer Engagement (CE)				
1. I feel very positive when I use this bank's products/services	3.983	0.840	0.858	0.872
2. I feel happy and proud when using this bank's products/services	3.891	0.906	0.848	0.876
I can continue to use this bank's services for a long period of time	4.096	0.872	0.822	0.874
4. I feel very active in using this bank's services	4.080	0.868	0.817	0.877
Customer Company Identification (CCI)				
1. I have a sense of connection and feel a good fit with this	3.895	0.757	0.820	0.836

bank				
2. I belong to a group of people who support this bank	3.724	0.845	0.852	0.817
3. I feel associated with this bank	3.636	0.911	0.842	0.811
4. The employees of this bank may suit my character/personality	3.544	0.924	0.686	0.875
Brand Trust				
1. I believe in the quality of this bank, because it provides satisfaction and meets the needs of its customers	4.167	0.652	0.689	0.869
2. I believe that this bank is interested in its customers	4.004	0.764	0.707	0.867
3. I believe that this bank is honest with its customers	4.004	0.797	0.725	0.882
4. I believe that this bank can make me feel safe	4.080	0.697	0.895	0.838
5. I believe that this bank can provide guarantees and responsibilities if there is a problem	4.063	0.710	0.888	0.840
Brand Advocacy Behavior				
1. I would defend this bank on social media, if I heard someone talking bad about it	3.205	0.937	0.715	0.863
2. I try to recommend my friends and family to buy this bank's products/services on social media	3.473	0.982	0.83	0.834
3. I ask my friends/family on social media to visit this bank with me	3.452	0.994	0.828	0.826
. If this bank does something, and I don't like, am willing to give it a another chance	3.377	0.983	0.776	0.839

Table 5. Goodness of Fit Test Table

Type of Measurement	Measurement	Model Fit Decision	Results Processed	Decision
Absolute fit measures	*Chi-square*	low Chi Square	505.987	
	p-value Chi-Square	≥ 0,05	0,000	Poor fit
	GFI	≥ 0,90	0.823	Marginal fit
	RMSEA	≤ 0,10	0. 082	Model fit
	NFI	≥ 0,90	0.889	Marginal fit
	IFI	≥ 0,90	0.933	Model fit
	TLI	≥ 0,90	0.920	Model fit
	CFI	≥ 0,90	0.932	Model fit
Parsimonius fit meassure	CMIN/DF	From 1 to 5	2.364	Model fit

The data analysis method used in this article was Structural Equation Modeling (SEM) with AMOS 24 software. It is concluded that the main requirement for the chi-square value still needs to be met. As presented in Table 4, this can be viewed from the chi-square value, which is expected to be small or close to 0. The data processing results from this study indicate a processed value of 505.987, leading to the conclusion that this model is classified as a poor fit. The p-value has a criterion of > 0.05, while the indicator value is 0.000. The conclusion drawn is that this model is classified as a poor fit. The RSMEA value has a criterion of < 0.10, and after data processing, it is found to be 0.082, which falls within the model fit range. The NFI, IFI, TLI, and CFI values have a criterion of > 0.90, and the indicator values obtained are 0.889 for NFI, indicating marginal fit. The indicator value for IFI is 0.933, indicating model fit. The indicator value for TLI is 0.920, indicating model fit. The indicator value for CFI is 0.932, indicating model fit. The CMIN/DF value has a criterion with a lower limit of 1 and an upper limit of 5. The indicator value obtained is 2.364, suggesting that the model is considered a good fit. Therefore, based on the data processing, it is found that there are more indicators classified as model fit, specifically five, which means more than one. Thus, the specified structural model is deemed suitable for further hypothesis testing.

Table 6. Results of Hypothesis Test

Relationship	Estimate	C.R.	P	Conclusion
H1 : CSR → Brand Advocacy Behavior	0.196	2.934	0.003	Significantly Positive
H2 : CSR → Customer Engagement	0.425	10.109	0.000	Significantly Positive
H3 : CSR → Brand Trust	0.278	8.327	0.000	Significantly Positive
H4 : CSR → Customer Company Identification	0.394	9.302	0.000	Significantly Positive
H5 : CSR → Customer Enggagement → Brand Advocacy Behavior	0.098	2.777	0.005	Significantly Positive
H6 : CSR → Brand Trust → Brand Advocacy Behavior	0.063	2.731	0.006	Significantly Positive
H7 : CSR → Customer Company Identification → Brand Advocacy Behavior	0.091	2.760	0.006	Significantly Positive

In the hypothesis testing results, it was found that Hypothesis 1 supports the previous research findings conducted by (S. Huang et al., 2023) which validate the theoretical statement that CSR-related communication of a brand on social media can determine Brand Advocacy Behavior. This is in line with the statement that a stronger and more positive relationship between brand advocacy and consumer perception exists, and CSR is regarded as one of the effectiveness ways to engage in marketing activities that help firms build a socially responsible image (Fatma & Khan, 2023).

Hypothesis 2 in this study is supported, meaning it aligns with the previous research findings conducted by (S. Huang et al., 2023) stating that CSR involvement of banking organizations on social media positively influences CE and the research conducted by (Bilro et al., 2019) states that CE, as a result of CSR, is an important predictor for transforming customers into brand supporters.

Hypothesis 3 is supported, indicating alignment with the previous research findings by (Fatma & Khan, 2023) stating that CSR initiatives of a company reveal its character and values, helping build trust in the company, and CSR activities play a crucial role in establishing trust in the brand.

Hypothesis 4 is supported, indicating alignment with the previous research findings by (S. Huang et al., 2023) which state that the discovery of CSR involvement by banking organizations on social media positively influences CCI, and the research conducted by (Wibowo et al., 2021) emphasizes the growing importance of social media in facilitating available literature on marketing communication, explaining how customer engagement on social media with a brand affects their CCI.

Finally, the indirect effects were examined to assess the importance of the mediating effects of CE, Brand Trust, and CCI. The outcomes of the analysis were all significantly positive, confirming that CE, Brand Trust, and CCI have significant positive mediating effects in explaining Brand Advocacy Behavior. CE, Brand Trust, and CCI act as significant mediators between CSR and Brand Advocacy Behavior. Therefore, H5, H6, and H7 are also accepted. Hypothesis 5 is supported, aligning with the previous research findings by (S. Huang et al., 2023) confirming that Customer Engagement (CE) is a significant mediator between CSR and Brand Advocacy Behavior.

Hypothesis 6 is supported, aligning with the previous research by (Fatma & Khan, 2023) confirming that brand trust mediates the relationship between CSR and brand advocacy. Hypothesis 7 is supported, aligning with the previous research by (Raza et al., 2020) which indicates that from a CSR perspective, there are several studies showing the mediating role of CCI in influencing various customer behavioral intentions, and recent research by (S. Huang et al., 2023) confirms that CCI is a significant mediator between CSR and Brand Advocacy Behavior.

V. CONCLUSION AND IMPLICATIONS

This study examines how CSR on social media affects Brand Advocacy Behavior, Customer Engagement, Brand Trust, and Customer Company Identification. The empirical findings are consistent with the assumptions, indicating a stronger and more positive relationship between Brand Advocacy Behavior and CSR on social media. Additionally, the relationship between CSR and Brand Advocacy Behavior is mediated by Customer Engagement, Brand Trust, and Customer Company Identification. This study proposes a framework and explores the relationships between CSR and Brand Advocacy Behavior, including the mediating roles of Customer Engagement, Brand Trust, and Customer Company Identification. Corporate Social Responsibility (CSR) is widely recognized as one of the most impactful methods to participate in marketing endeavors that help companies build a socially responsible image. The findings support all seven hypotheses, contributing to the existing literature (S. Huang et al., 2023) and (Fatma & Khan, 2023). In this regard, the researcher's findings align with previous research, indicating that CSR activities play a crucial role in building Customer Engagement, Brand Trust, and Customer Company Identification.

Corporate Social Responsibility (CSR) On Social Media towards Brand Advocacy Behavior in the Banking Industry

When specific banks announce that customers respond favorably to CSR-based activities on social media and are encouraged to spread a moral outlook of social responsibility banking within their social networks. Taking into account the dynamic business environment, cutting-edge technology, and various other factors, it is crucial for specific banks cultivate a valuable relationship with customers since without their endorsements, it is nearly impossible for the bank to succeed. Simultaneously, it is recommended for banking organizations to incorporate an emotional perspective into their CSR communication strategy as emotionally attached customers give additional encouragement for specific brands they favor. Furthermore, emotional attachment to a brand creates a strong social bond between the organization and its customers. Likewise, as a result of CSR, positive emotions also significantly influence Brand Advocacy Behavior. In conclusion, in an increasingly competitive and limited differentiation landscape, Banking organizations are advised to integrate an emotional dimension into their CSR communication strategies since emotionally engaged customers offer additional support for specific brands they favor.

The managerial implications that can be drawn from this study are that CSR on social media can enhance how customers perceive the marketing effectiveness of a company (Customer Engagement, Brand Trust, and Customer Company Identification). Since customers are more inclined to put trust and honor in socially accountable enterprises, company managers should concentrate their efforts and devote resources to these activities. As a consequence, companies will earn credibility and be more engaged in advocacy behavior. To bridge the gap that exists between theories and practices in positioning brands better, banks shall build strategies at the corporate level to communicate CSR initiatives effectively within customers or the general society. Lastly, businesses anticipate that various socially responsible activities will enhance Brand Advocacy Behavior. This study offers managerial insights into the critical role of CSR in creating consumer-brand interactions. The results suggest that CSR initiatives must be evaluated from a relationship marketing viewpoint, and that efforts should be made to increase customer trust. Customers have been seen to see companies as more reliable when associated with specific social concerns.

Limitations of this study include its specificity in examining bank customers in Indonesia with KBMI 4 (four) and KBMI 3 (three) categories. This research only examines the direct and mediated effects of CSR variables on Brand Advocacy Behavior through Customer Engagement, Brand Trust, and Customer Company Identification. The use of individual customer samples does not involve corporate or institutional customers.

Suggestions for future research based on the findings are to involve bank customers outside of the KBMI 4 (four) and KBMI 3 (three) categories. Additionally, future studies could include relevant variables such as corporate image, and researchers can expand their investigations to companies beyond the banking sector, involving samples of corporate or institutional customers, not just individual customers. Other variables that can be included in further research development include customer experience, credibility, collaborative value generation, transformative service development, commitment, and perceived service quality. Subsequent studies can utilize different research models, including Carol's CSR pyramid model, which incorporates the three basic principles of Profit, People, and Planet (3P).

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