

IMPACT OF CSR, LEADER IMAGE, AND INNOVATION ON AMAZON CONSUMER PURCHASING DECISION

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ABSTRAK

Perusahaan global besar kini tumbuh dengan cepat karena banyaknya permintaan untuk produk dan layanan mereka. Sebagai salah satu pemain terbesar di industri E-commerce, Amazon.com, Inc. bertanggung jawab atas sebagian besar dari permintaan tersebut. Studi ini akan menguji keputusan pembelian konsumen di Amazon dan bagaimana beberapa faktor memengaruhinya. Ada tiga variabel independen dalam penelitian ini: program CSR, reputasi pemimpin, dan inovasi. Variabel terikatnya adalah keputusan pembelian konsumen. Studi ini menganalisis konsumen Amazon dari wilayah Jabodetabek. Analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda. Hasil penelitian ini adalah program CSR dan reputasi pemimpin tidak berpengaruh terhadap keputusan pembelian konsumen, sedangkan inovasi berpengaruh signifikan terhadap keputusan pembelian konsumen.

Kata Kunci: CSR, reputasi pemimpin, inovasi, konsumen, keputusan pembelian

ABSTRACT

Major global companies are growing fast rate due to the constant demand for products and services. As one of the biggest players in the E-commerce industry, Amazon.com, Inc. is responsible for a large portion of that demand. This study would like to examine consumer purchasing decision at Amazon and how several factors impact it. There are three independent variables in this study: CSR programs, leader image, and innovation. The dependent variable is consumer purchasing decision. This study analyzes Amazon consumers from the Greater Jakarta area. The analysis used in this study is the multiple regression analysis. The results of this study are CSR programs and leader image have no impact on consumer purchasing decision, while innovation has a significant impact on consumer purchasing decision.

Keywords: CSR, leader image, innovation, consumer, purchasing decision

INTRODUCTION

Consumer purchasing decisions are important for companies. The decision is a process that determines whether a consumer will buy a company's products. Consequently, companies seek to make purchasing decisions as easy as possible for consumers to be guaranteed to purchase the companies' products.

In making the decision, consumers will consider various factors. One of the main factors is a company social responsibility program or CSR (corporate social responsibility). More consumers are concerned with environmental sustainability issues, which results in an increasing demand for organizations to carry out business activities that have a positive impact or do not harm society and the environment (Vol & Limited, 2017). More consumers choose to buy products from companies that contribute a lot to the environment or the surrounding community. For consumers, a good CSR program reflects good business ethics. As a result, consumers feel that their purchases will indirectly benefit society.

Another factor that consumers can consider is a company's leader's image. For large companies, their CEO or leader is usually a well-known public figure because the leader is responsible for the success of a

major company and serves various stakeholders. According to Galvin (2010) as cited in Welch (2014), when seeing a leader who performs positively, people will be happy to take actions to support that leader and his vision and mission, which ultimately leads to the development of organizational performance. In purchasing decision, the leader's image can reflect the leader's ideology and the values upheld by the company. If the leader's image is not good, consumers may feel that the leader does not have good values. As a result, consumers do not want to support the leader through purchasing their product. Because of this, many CEOs try to form a good leader image to attract the attention of consumers.

Lastly, another variable that consumers can also consider when buying a product is the company's innovation (Lahindah et al., 2018). The better the innovation of a company, the more likely consumers will feel interested in buying the company's products. Consumers are interested in purchasing an innovative product because it is something unique and has never been done before. Thus, consumers feel compelled to have the product. When consumers buy a product with different innovations, consumers will feel satisfied with its quality and high product value. More companies use innovation as their competitive advantage to gain more customers. As a result, only the most striking innovations can guarantee consumer purchasing decision.

Knowing the importance of these factors makes it intriguing to know the impact of CSR programs, leader image, and innovation on consumer purchasing decision. That is the purpose of this study. This study was conducted on Amazon consumers regarding this issue. The first objective of this study is to examine the impact of Amazon's CSR programs on consumer purchasing decision at Amazon E-commerce. The second objective is to examine the impact of Amazon's executive chairman's leader image on consumer purchasing decision at Amazon E-commerce. The final objective is to examine the impact of Amazon's innovation on consumer purchasing decision at Amazon E-commerce.

LITERATUR REVIEW

CSR Programs

Corporate social responsibility or CSR programs are an obligation for large companies. These programs show the company's goodwill to contribute to the surrounding environment and have a positive impact on the community (Halbusi & Tehseen, 2017). According to Matten and Moon (2008) as cited in Grabinska et al. (2021), CSR programs are a company's policies and practices that are well communicated and reflect the company's responsibility to provide benefits to society at large. The exact manifestation and direction of this responsibility is determined by each company. Then, according to McWilliams and Siegel (2001) as cited in Oktaviani & Juniarti (2017), CSR can also be defined as all actions that increase social good, which are legally required, and exceed the interests of the company. In addition, according to Frederick (2009) as cited in Popescu & Popescu, (2019), CSR are various programs implemented by business organizations and incorporate elements in the operational function of the economic system that represent the wishes of a community as a whole, and do not represent the interests of other private parties or business entity. After looking at various definitions according to experts, it can be concluded that CSR programs are company policies and practices that represent the interests of the wider community and create social benefits.

According to Chandler (2017), there are several driving forces or supporting factors for CSR programs. Firstly, there is affluence, where CSR programs tend to be more popular or carried out more often by companies located in more affluent countries. This prosperity is in the form of people who have low unemployment rates, sufficient wealth, and high salaries. Thus, consumers who come from developed countries have a higher standard of living so they have more expectations of their companies and business activities. As a result, the more prosperous a country is, the higher the likelihood that companies will carry out CSR programs to meet consumer expectations.

Secondly, there is social sustainability, where people care about the resilience of an environment and the sustainability of that environment in the future. Many consumers have an awareness of diminishing

resources, increasing pollution, global warming, and so on. In fact, more consumers are avoiding companies that are not concerned with sustainability issues, such as only buying products from companies that are cruelty-free or using recycled materials. This sustainability can motivate companies to carry out CSR programs. The more consumers are concerned with the issue of sustainability, the higher the possibility that the company will carry out CSR programs.

Thirdly, there is globalization, where companies operating in different countries and participating in globalization have more responsibility to carry out CSR programs. This company has drawn resources from various places, so they need to comply with the laws that exist in each country. Since multinational companies are generally large and operate on a large scale, more people are aware of their existence. Thus, multinational companies are encouraged to carry out CSR programs to meet the expectations of consumers and the global community.

Fourthly, there is communication, where communication in today's era is fast and instantaneous to report problems or scandals of multinational companies in a short time to a global audience. With the internet, companies need to have a good reputation. The existence of the company in the public eye continuously encourages companies to take various positive actions that can have a good effect on the company's success, such as CSR programs. With the CSR program, the good that is done by the company can also be spread quickly through today's communication media.

Finally, there is branding, where consumers feel confident in the goodness of the company when the company has branding that supports the company's positive actions. When the company shows that its CSR program is in line with the good values it upholds, consumers will feel more confident about the authenticity of the company. As a result, consumer confidence in the company increases. In addition, good branding can also give the company a good reputation because the company is now known as an organization that has a positive impact on the environment and society through its CSR programs.

Leader Image

Leader image is a coveted reputation and is used as the core of a rational frame of mind for leaders to design policies, messages, and actions (Schnee, 2017). Leader image can also be defined as a collection of skills, charisma, and reliability of a leader that forms a perception for others (Yoo & Jin, 2015). In addition, leader image can be interpreted as all impressions that represent the authenticity, responsibility, and integrity of a leader for his corporation (Jin & Yeo, 2011). After looking at various definitions according to experts, it can be concluded that the leader image is the reputation of a leader which consists of a collection of expertise, responsibility, and authenticity that is part of the design of corporate policies.

According to Andreini et al. (2020), the leader image of a company leader can be measured based on the following components:

1. Personality, where the personal characteristics and behavior of company leaders reflect the company's identity. When the leader shows a good and responsible personality, the leader's image becomes better. Consumers can also identify the company managed by the leader as a good and responsible company.
2. Performance, where the activities and achievement of goals carried out by the leader determine the reputation of the leader. The better a leader fulfills his duties and brings a positive impact to the company and its stakeholders, the better the leader image that the leader has. Poor performance that is against the wishes of the company's stakeholders can harm the leader's image and destroy consumer confidence in the leader and the company.
3. Leadership, where the leader's ability to direct his employees in achieving company goals shows the leader image he has. The higher the talent of the leader in leading the company, the better the leader image he has. Testimonials from employees and parties who have interacted with leaders also help to form a good leader image for leaders.

Innovation

According to Hart et al. (2002) as cited in Hoang et al. (2019), innovation is a form of prosocial behavior that has an important impact on the success of an organization. Innovation can also be interpreted as the use of advanced technology and expertise, resources, and new designs to create better product performance (Su et al., 2018). Also, innovation is defined as the process of making a new and modern product, service, or process for an organization (Oruji et al., 2014). After looking at various definitions according to experts, it can be concluded that innovation is a variety of products, services, or processes in an organization that use new resources and have an important impact on organizational success.

According to Yusheng & Ibrahim (2020), there are several types of innovation. Firstly, there is organizational innovation, which contains all changes that are implemented in the way of working and management of the organization. These changes can be in the form of new methods, new business practices, or relationships developed by the organization with other parties. Thus, organizational innovation can improve organizational performance through cost reduction and employee performance improvement, which leads to higher levels of customer satisfaction.

Secondly, product innovation, which includes the manufacture of new goods or services that have significantly improved features, performance, and quality. This innovation can also be in the form of the development of product technical specifications, the use of new raw materials, the development of the software used, and new functional characteristics. This innovation can be used by companies to produce goods or services that are superior to competitors' goods or services so that companies can gain a larger market share and higher profits.

Thirdly, there is process innovation, which includes the use of new and better methods of production or delivery of goods by the company. These innovations can take the form of significant changes in techniques, tools, equipment, and machinery in the production process. Process innovation can be the cause of the emergence of various innovations because high-quality tools can support more complex creative creations.

Finally, there is marketing innovation, which has the implementation of marketing activities in innovation carried out by the company. Marketing innovation can be the management of innovation activities used to promote the success of new goods and services. This marketing innovation can increase the level of consumer satisfaction because consumers can see all the benefits that he gets from goods and services easily.

Purchasing Decision

The purchasing decision is the stage of consumer decision making in which an individual decides to buy a product that was previously considered (Kotler & Armstrong, 2014). According to Setiadi (2003) as cited in Albari & Safitri (2018), the purchase decision is an evaluation stage where consumer preferences for a brand and also the purpose of buying from the most preferred brand are formed. In addition, purchasing decision is also interpreted as evaluations of certain products and their alternatives (Zhang et al., 2016). After looking at various definitions according to experts, it can be concluded that the purchasing decision is the stage where consumers consider various alternatives and decide which product to buy.

According to Kotler (2012) as cited in Stankevich (2017), there are five stages of consumer purchasing decision. Firstly, there is need recognition, which is the stage where consumers find a problem or need in their daily lives. This need is what drives them to buy goods or services that can solve the problem. This stage is considered as the most important stage because without need recognition, consumers will not try to find the goods or services they need to buy. Consumer needs can be generated by internal or external stimuli. Internal stimuli are caused by consumer experience, while external stimuli are caused by influences outside the consumer such as advertisements or word of mouth.

Secondly, there is information search, which is the stage where consumers search for information, both internally and externally, to meet the needs or problems they are experiencing. Internal information search happens when consumers remember a product that can solve their needs. If the product that is remembered

is a product that is suitable for consumer needs, it is likely that consumers will make purchases of goods or services. Meanwhile, external information search is a search that is carried out when consumers do not have previous knowledge about a product. Sources of information for consumers are (1) Personal sources, such as friends, colleagues, or family, (2) Public sources, such as online forums or consumer reports, and (3) Marketing sources, such as advertisements or store employees.

Thirdly, there is evaluation of alternatives, which is the stage where consumers evaluate all products and brands that they have encountered. This evaluation is carried out based on the price and attributes of all these products. Consumers will estimate how well a product fulfills their needs and produces benefits in their daily lives. These products are alternatives that are compared by consumers. Consumers will choose the alternative that is considered most capable of satisfying their needs. Companies can increase the likelihood of their products being chosen by consumers at this stage through thorough market research so that their products are more suited to consumer needs.

Fourthly, there is purchase, which is the stage where consumers make purchases of products. Evaluations that have been carried out by consumers result to a product that is considered the best by consumers. This product is what consumers buy at this stage. In making a purchase, consumers need to pay attention to prices, platforms, sales, and so on. Conversely, consumers can also decide not to buy goods or services at this stage. Consumers may think that the product does not need to be bought now or that the product can be purchased at another time.

Finally, there is post-purchase behavior, which is the stage where consumers judge whether he is satisfied with his purchase or not. Consumer satisfaction has a big influence on the likelihood that consumers will buy the same product in the future or not. When consumers are satisfied, consumers are more likely to recommend the product to others. These recommendations can help companies to sell multiple products because they encourage others to make the same buying decision.

RESEARCH METHODOLOGY

Conceptual Model

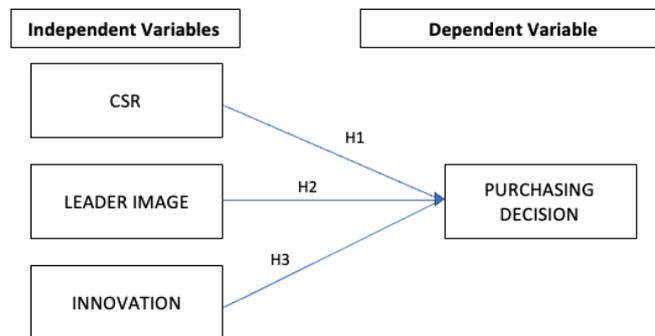


Figure I. Conceptual Model

The independent variables in this study are CSR programs, leader image, and innovation. The dependent variable is purchasing decision. Based on the research model and previous research related to these three variables, it can be assumed that these three variables have an impact on purchasing decision. Thus, to examine the impact of CSR programs, leader image, and innovation on purchasing decision, the following are proposed:

- H1: Amazon's CSR programs have an impact on consumer purchasing decision at Amazon.
- H2: Amazon's executive chairman's leader image has an impact on consumer purchasing decision at Amazon.
- H3: Amazon's innovation has an impact on consumer purchasing decision at Amazon.

Population and Samples

The population in this study consists of people who have bought products on Amazon. Thus, the target population are as follows: (1) Are 15 years old and above, (2) Reside in Greater Jakarta, and (3) Have purchased products on Amazon at least once. The age of 15 years old and above is used because it is assumed that people of those ages can discern the impact of the factors in their purchasing decision. This is also made possible through the constant news and information regarding Amazon that is easily accessible through the internet. Purchase of Amazon products can be done either through the Amazon website or the application. This purchase can also be made at any time, either this year or previous years.

This study uses the Greater Jakarta area because DKI Jakarta, as a metro city with various business activities and services, is supported by its surrounding area. Many workers who work in DKI Jakarta live in Bogor, Depok, Tangerang, and Bekasi. Many people living in Bodetabek go to DKI Jakarta to conduct business activities or to help the city's economy through visits to malls or other shops. Thus, it is suspected that business activities, including purchases from global E-commerce by residents in DKI Jakarta, are tightly interlinked and have a similar pattern to the supporting area, namely Bodetabek.

The samples used for this study follow the same criteria as the population. To calculate the number of samples required, this study uses the Lemeshow formula used by Sugianto & Rahman (2019). This formula is used because the total population of Amazon users in Greater Jakarta is not known for certain. The results of the calculation of the number of samples using the Lemeshow formula were 96 respondents. To simplify the data processing and produce better tests, the number of samples was rounded up to 100 respondents. Thus, the distribution of questionnaires for this research had to be conducted to a minimum of 100 respondents as the samples of this study.

Validity and Reliability Tests

The validity test is a test that measures the degree of accuracy between the data that occurs on the object and the data collected by the researcher, in which to find the validity of an item, we correlate the item score with the total of these items (Sugiyono, 2018). A validity test is useful for assessing the feasibility of questionnaire questions to be distributed to respondents or research samples. The tool used to test the validity is the IBM SPSS (Statistical Package for the Social Sciences).

The validity test was carried out on the data obtained from the distribution of research questionnaires. This validity test was done using 30 respondents. The results of this test are obtained from comparing the results of the r-count of the respondent's data with an r-table of 0,361 (two-tailed). The results of the validity of the questionnaire can be seen in Table I. Based on the test results, all questions have an r-count which is greater than the r-table with a value of 0,361. Thus, it can be concluded that all questions in the research questionnaire are valid.

Table I. Validity Test Results

Variable	Indicator Code	r-Count	Description
CSR Programs (X1)	X101	0,679	Valid
	X102	0,638	Valid
	X103	0,592	Valid
	X104	0,735	Valid
	X105	0,769	Valid
	X106	0,505	Valid
Leader Image (X2)	X201	0,601	Valid
	X202	0,718	Valid
	X203	0,711	Valid
	X204	0,788	Valid
	X205	0,772	Valid

	X206	0,758	Valid
Innovation (X3)	X301	0,783	Valid
	X302	0,852	Valid
	X303	0,631	Valid
	X304	0,726	Valid
	X305	0,596	Valid
	X306	0,455	Valid
Purchase Decision (Y)	Y1	0,861	Valid
	Y2	0,743	Valid
	Y3	0,868	Valid
	Y4	0,730	Valid
	Y5	0,823	Valid
	Y6	0,747	Valid

Source: Processed primary data.

Reliability test is a test to measure a questionnaire which is an indicator of a variable or construct (Ghozali, 2016). A reliability test is conducted to assess the consistency of the test equipment used in a study. A test instrument is said to be reliable when the data results are the same or slightly vary. To perform the reliability test, the calculation used is that of Cronbach's Alpha.

Table II. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Description	Relationship Level
CSR Programs (X1)	0,722	<i>Reliable</i>	High
Leader Image (X2)	0,815	<i>Reliable</i>	Very High
Innovation (X3)	0,762	<i>Reliable</i>	High
Purchasing Decision (Y)	0,882	<i>Reliable</i>	Very High

Source: Processed primary data.

Data Collection and Measurement

This study uses a survey to collect data. According to Check and Schutt (2012) as cited in Ponto (2015), a survey is the collection of information from a sample consisting of various individuals through their answers to a set of questions. Thus, this study uses a survey consisting of questions to collect the necessary data. This study uses primary data and secondary data. The primary data used is the respondents' answers through a questionnaire obtained directly from the research samples. Then, the secondary data used is literature for research references, such as journals, books, and so on. This study uses a measuring instrument in the form of a questionnaire. Questionnaires were distributed to the research samples and the answers would become the data that would be processed to find the research results. The type of questionnaire used is a closed questionnaire, in which answer choices are already available to the respondents. The questionnaire used a Likert scale, where respondents can choose their answer for each question.

RESULT AND DISCUSSION

Multiple Regression Analysis

Multiple regression analysis is carried out if there is more than one independent variable to explain the variance in the dependent variable (Sekaran & Bougie, 2016). This analysis was conducted to determine the effect of several independent variables on a dependent variable. In the multiple regression analysis, there are three independent variables studied, namely CSR program, leader image, and innovation. Multiple regression analysis results can be seen in Table III.

Table III. Multiple Regression Analysis Results

No	Variable	Regression Coeffi	t-count	t-table	Conclusion
1.	CSR programs	-0,022	-0,0270	1,985	Hypothesis reje
2.	Leader image	0,098	1,118	1,985	Hypothesis reje
3.	Innovation	0,787	11,976	1,985	Hypothesis acco

Source: Processed primary data.

The equation of the results of the regression analysis is as follows:

$$Y = 3,905 + -0,022 \text{ CSR Program} + 0,098 \text{ Leader Image} + 0,787 \text{ Innovation}$$

Y is the dependent variable, namely the purchasing decision. The constant value of the regression equation is 3,905. This value means that if the independent variables are each zero, then the dependent variable, namely the purchasing decision, will be worth 3,905. This positive value indicates that the purchase on Amazon is satisfactory for consumers. The regression coefficient value of the independent variable X1, namely the CSR program, is -0,022. This finding indicates that CSR programs have a negative and statistically insignificant impact on consumer purchasing decision at Amazon. The regression coefficient value of the independent variable X2, namely leader image, is 0,098. This finding indicates that leader image has a positive and statistically insignificant impact on consumer purchasing decision at Amazon. The value of the regression coefficient of the independent variable X3, namely innovation, is 0,787. This finding indicates that innovation has a positive and statistically significant impact on consumer purchasing decision at Amazon.

t-Test Results

According to Sekaran & Bougie (2016), the t test is conducted to show whether the independent variables individually had a significant effect on the dependent variable. With 95% degrees of freedom, the t-table used is 1,985. The results of the t test can be seen in Table IV.

Table IV. t Test Results

Variable	t-count	t-table	Conclusion
CSR programs	-0,0270	1,985	Hypothesis rejecte
Leader image	1,118	1,985	Hypothesis rejecte
Innovation	11,976	1,985	Hypothesis accept

Source: Processed primary data.

The results of the t test explain the research hypothesis. Hypothesis 1 has H0 that is, “Amazon’s CSR (corporate social responsibility) programs have no impact on consumer purchasing decision at Amazon.” Hypothesis 1 also has Ha, namely, “Amazon’s CSR programs have an impact on consumer purchasing decision at Amazon.” The result of t test for Hypothesis 1 is -0,0270. This value is less than 1,985 (t-count < t-table). So, it can be concluded that H0 is accepted, and the CSR programs have no statistically significant impact on consumer purchasing decision at Amazon.

For Hypothesis 2, H0 is, “Amazon’s executive chairman’s leader image has no impact on consumer purchasing decision at Amazon.” Then, Ha is, “Amazon’s executive chairman’s leader image has an impact on Amazon consumer purchasing decision at Amazon.” The t-test result for Hypothesis 2 was 1,118. This value is less than 1,985 (t-count < t-table). So, it can be concluded that H0 is accepted, and leader image has no statistically significant impact on consumer purchasing decision at Amazon.

Finally, for Hypothesis 3, H0 is, “Amazon’s innovation has no impact on Amazon's consumer purchasing decision.” Ha is, “Amazon’s innovation has an impact on consumer purchasing decision at Amazon.” The t test result for Hypothesis 3 was 11,976. This value is greater than 1,985 (t-count > t-table). So, it can be concluded that Ha is accepted, and innovation has a statistically significant impact on consumer purchasing decision at Amazon.

F-Test Results

The F test is conducted to determine whether the independent variables simultaneously had a significant effect on the dependent variable in the regression model. The F-table value used is 2,699. The results of the F test can be seen in Table V. The F-count, which is 76,956, is greater than the F-table. So, Ha is accepted, which means that all independent variables simultaneously have a statistically significant impact on the dependent variable.

Table V. F Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	872.313	3	290.771	76.956	<,001 ^b
	Residual	362.727	96	3.778		
	Total	1235.040	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Inovasi, Program CSR, Leader Image

Source: Processed primary data.

Coefficient of Determination Results

The coefficient of determination is the ability of the independent variable to explain the dependent variable expressed in percentages (Sekaran & Bougie, 2016). If the value of the coefficient of determination is getting closer to 1, then the independent variable is declared to be more influential on the dependent variable. If the value of the coefficient of determination is getting closer to 0, then the independent variable is declared weak in its influence on the dependent variable.

The results of the coefficient of determination can be seen in Table VI. The value of the coefficient of determination is 0,706 or 70,6%. This value is close to 1 so that this value indicates that the independent variables can explain the variation in the value of the dependent variable in 0,706 or 70,6%. The remaining 29,4% are explained by other variables that are not included in this study’s research model.

Table VI. Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.706	.697	1.944

a. Predictors: (Constant), Inovasi, Program CSR, Leader Image

b. Dependent Variable: Keputusan Pembelian

Source: Processed primary data.

Discussion of Research Results

The findings in this study are consistent with previous studies. The CSR program variable has similar results with previous research conducted by Lobachevska & Daub (2021), Parung (2019), and Marcinkowska & Sawicka (2021). These previous studies found that the CSR program had no impact on purchasing decision. In this study, it is discovered that CSR programs have a negative and statistically insignificant impact on consumer purchasing decision. If the quality of CSR programs improve, consumers will be less likely to make a purchasing decision. This negative impact can be caused by consumers not being affected by the CSR programs. All of Amazon's CSR programs are done in America, so Amazon consumers in Indonesia are not impacted by them. Consumers may feel that even though the quality of CSR programs is good, they can't directly receive benefits from the programs. Thus, they are less likely to purchase at Amazon. Conversely, if Amazon conducts less CSR programs in America and reduces their quality, consumers may feel more satisfied because Amazon can focus on other regions for their CSR programs. Consumers may think that Amazon can make CSR programs that are more improved elsewhere. Thus, they are more likely to purchase at Amazon.

Another cause can be the CSR programs do not fit with what consumers deem important. For example, if Amazon does a CSR program for the development of engineering education, this might not be what a consumer expects from Amazon. A consumer might consider donations to refugee organizations or impoverished communities more important than engineering education. Thus, even though the quality of CSR programs is good, consumers may feel that these programs are not helping important issues. Thus, they are less likely to purchase at Amazon. Conversely, if Amazon contributes less to issues which consumers deem less important and reduces the quality of the CSR programs for these issues, consumers may feel more satisfied because Amazon can redirect its efforts to more important issues. Consumers may think that Amazon will make CSR programs that are more suitable to their preferences. This may increase the consumers' faith in the company. Thus, they are more likely to purchase at Amazon.

The insignificant impact of CSR programs can be caused by consumers' lack of awareness of Amazon's CSR programs. Based on the results of open answers from respondents in the research questionnaire, many respondents are not aware of Amazon's CSR program. Consumers mostly buy products on Amazon without finding out about Amazon's CSR programs, which can be due to consumer priorities. Consumers prioritize good quality goods and easy purchases, and Amazon meets both criteria. Consumers feel that CSR programs do not have a direct impact on purchases, so they do not seek information about CSR programs and only seek information about the products they will buy.

Additionally, another cause can be Amazon's success as one of the largest companies in the world, where Amazon may already be established enough that Amazon doesn't largely promote its CSR program to consumers. Amazon may feel that its consumer base has made enough purchases on Amazon, so promoting CSR programs to encourage consumer purchases is no longer necessary. Instead, Amazon may focus on promoting its services and products because Amazon knows they are more effective in encouraging consumers to make a purchase.

Then, the leader image variable has similar results with previous research conducted by Jung & Seock (2016), Lin et al. (2019), and Mokua & Obonyo (2018). These previous studies found that leader image has no impact on consumer purchasing decision. In this study, it is discovered that leader image has a positive and statistically insignificant impact on consumer purchasing decision. This statistically insignificant impact can be caused by consumer priorities. Consumers put product quality and usefulness above all else when deciding to purchase an item. They are only concerned with factors that impact the product's usability and their own needs being fulfilled. Leader image is not directly concerned with a product's usability or consumers' needs being met. Despite a company having a good leader image, consumers may not consider it as a factor in their purchasing decision. This is consistent with the results of open answers from respondents in the research questionnaire, where many respondents did not consider Bezos' leader image in making purchases on Amazon. Consumers tend to focus more on a product's quality because it is directly

connected to their personal needs. Therefore, leader image is barely considered by consumers when they make purchasing decision.

Another cause can be Bezos' image, where consumers regard him as a figure who deserves respect despite his scandals. Even though Bezos has been involved in divorce cases and is known as a person who rarely donates, consumers still see Bezos as a successful and important figure. They may think that because Bezos built Amazon. Amazon's status as one of the largest and most successful companies in the world lead consumers to think that Bezos is competent, skilled, and talented. Amazon's success overshadows the controversial deeds that Bezos has done. Consumers may use Amazon's success as a justification for Bezos' scandals, where they think that Bezos can repent and be good again because he has done so much good before through Amazon. Therefore, consumers view Bezos as a figure with a good leader image and continue to buy from Amazon because they believe that Amazon and its leader are good.

The last variable, namely innovation, has similar results with previous research conducted by Onea (2020), Lo & Kam (2021), and Oruji et al. (2014). These previous studies found that innovation has an impact on consumer purchasing decision. In this study, it is discovered that innovation has a positive and statistically significant impact on consumer purchasing decision. This impact can be caused by the benefits of innovation for consumers. Based on the results of open answers from respondents in research questionnaires, many respondents feel that innovation has an impact on consumer purchasing decision. Several respondents explained that the innovative features in Amazon products are the reasons that drive them to make purchasing decision on Amazon. Innovation directly impacts consumer purchasing decision because innovation determines the quality of Amazon's products and services. If consumers have a need and Amazon has innovations that meet those needs, consumers will be interested in making purchasing decision. The better an innovation in terms of quality and fulfillment of needs, the greater the incentive for consumers to make purchasing decision. Thus, innovation has a significant impact in consumer purchasing decision.

Another benefit of innovation that consumers may receive is a broader selection of goods and services. Innovation does not always need to be something entirely new and groundbreaking. It can be an existing product that is done in a different way. For example, Echo Show is essentially a tablet, but they are equipped with more features and a more appealing design than other tablets in the market. Echo Show remains as one of Amazon's most popular products. The cause of this popularity may be consumers who now have a broader selection of products from which they can choose. A broader selection is good for consumers because they can choose the most suitable product according to their needs and tastes. A broader selection is also good because consumers can compare the features and pricing of one product to another. Not to mention, innovation tends to come in different types, such as the different colors of the Kindle e-reader and the different feature sets of Amazon Echo speakers. Consequently, consumers can have a better purchasing experience as they choose the most suitable product from the broader selection of goods. Thus, innovation has a significant impact in consumer purchasing decision.

Apart from that, another cause can be the well-known Amazon brand. Amazon is known as an innovative company that has high-quality products and services. Amazon has been using this branding has been used for years, so it is embedded in the minds of consumers. Consequently, consumers may have a lot of interest in trying the latest innovations from Amazon. They feel that Amazon's innovation is a product that needs to be tried and used firsthand. Not to mention, there is usually a lot of publicity for Amazon's innovations through the internet or social media, which may further encourage consumers to try the innovation. As a result, consumers are encouraged to make a purchasing decision because they are curious to know what Amazon has created.

Another cause can be the publicity that innovations normally get. Since innovation is new, companies tend to have grandiose events and incessant marketing endeavors to promote it to consumers. There are constant coverages of the innovation on the internet, social media, and television. There are also an onslaught of reviews coming from professional critics or the average consumer. All this publicity is also

what happens to Amazon innovations. Many innovations from Amazon receive a lot of media attention. So, all this publicity tends to be inescapable. Most likely, consumers see this publicity and wonder what innovation has been created by a company. When consumers see Amazon's innovations, they will be encouraged to purchase it because many advertisements and articles say that this product is worth buying. Consumers may be easily tempted to buy this innovation, especially when it's coupled with effective marketing advertisements or a savvy salesperson. Consequently, consumers purchase this innovation because they think that all the benefits displayed by the advertisements can improve their life in some way. As a result, innovation plays a significant impact in consumer purchasing decision.

CONCLUSIONS

This study aims to determine the factors that impact consumer purchasing decision at Amazon. These factors are CSR programs, leader image, and innovation. Based on the results of the research, the conclusions are threefold. Firstly, Amazon's CSR programs have no impact on consumer purchasing decision at Amazon E-commerce. These findings indicate that consumers do not consider the quality or implementation of Amazon's CSR programs when making purchasing decision at Amazon. Secondly, Amazon's executive chairman's leader image has no impact on consumer purchasing decision at Amazon E-commerce. These findings show that consumers do not consider Jeff Bezos' reputation or scandal when making purchasing decision at Amazon. Lastly, Amazon's innovation has a positive and significant impact on consumer purchasing decision at Amazon E-commerce. These findings indicate that consumers attach importance to Amazon's innovation in making purchasing decision at Amazon. The better the innovation that Amazon does, the greater the incentive for consumers to make purchasing decision at Amazon.

RECOMMENDATIONS

There are several recommendations addressed to further researchers in this field. Firstly, researchers can increase the number of respondents so that the research results have a wider scope. Secondly, researchers can add variables used in research so that research results are more detailed and consider other factors. Thirdly, researchers can choose variables with less information gap amongst consumers. Amazon's CSR programs are not popular in Indonesia, so there exists an information gap amongst Indonesian Amazon consumers that resulted in consumers' lack of awareness of these programs.

There are also recommendations for the company under study, namely Amazon.com, Inc. Firstly, the company can better publicize its CSR program to demonstrate Amazon's social contribution and enhance Amazon's corporate reputation. Secondly, companies can improve the ease of use of websites and applications so that consumers can buy the products they want faster and easier. Thirdly, companies can improve the innovations that have been made so that consumers are interested in making purchasing decision at Amazon.

RESEARCH LIMITATIONS

Research boundaries are needed so that the exploration of the problems does not deviate from the original plan, therefore resulting in a more focused study. There are several limits contained in this study. Firstly, the scope of this study covers only the purchasing decision of Amazon consumers in Indonesia. Secondly, the information presented in this study is information about the CSR programs carried out by Amazon in various countries, the leader image of Amazon's executive chairman as perceived by Amazon consumers, and the innovations made by Amazon, both digital and physical. Thirdly, there may be influences from other intervening and moderating variables that are not included within the data calculations of this study. Lastly, this study is done with a limited number of resources in terms of data collection and literature.

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