

ABSTRACT

This study aims to determine the effect of Corporate Social Responsibility (CSR) on brand image, brand equity, and its impact on consumer satisfaction by surveying Coca-Cola Generation Z in Bandung City. The research method used is a descriptive and verification method, where research data is collected through distributing questionnaires with a sample of 100 respondents. Testing of the research instrument uses validity and reliability tests. The data analysis methods used are path analysis, multiple correlations, and coefficient of determination. The results of the study show that Corporate Social Responsibility does not directly affect consumer satisfaction, but Corporate Social Responsibility affects consumer satisfaction through Brand Equity, and Corporate Social Responsibility is proven to be able to strengthen Brand Image but Brand Image does not affect consumer satisfaction.

Keywords: *CSR, Brand Image, Brand Equity, consumer satisfaction*