

Research Article

The Influence of Retailer CSR on Customer Citizenship Behavior Mediated by Green Perceived Value and Consumer Trust: A Study at Ranch Market in Malang

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Abstract: *This research examines the Customer Citizenship Behavior of the Ranch Market in Malang. The objective is to evaluate the impact of Retailer CSR on Customer Citizenship Behavior, with Green Perceived Value and Consumer Trust as mediating variables. The study's population consists of consumers of Ranch Market Malang who have a membership card and have gone shopping in the last 6 months. A sample of 166 respondents was selected through purposive sampling. The data analysis was conducted using Partial Least Squares (PLS) method with SMART PLS 4. The findings reveal that Retailer CSR does not significantly influence Customer Citizenship Behavior, while it has a positive impact on Green Perceived Value and Consumer Trust. Green Perceived Value and Consumer Trust were identified as full mediating variables in the relationship between Retailer CSR and Customer Citizenship Behavior. This study enhances the understanding of Customer Citizenship Behavior by improving Green Perceived Value and Consumer Trust, which can mediate the influence of Retailer CSR on Customer Citizenship Behavior.*

Keywords: *Retailer CSR, Green Perceived Value, Consumer Trust, Customer Citizenship Behavior.*

I. INTRODUCTION

As reported by Populix, minimarkets are the most visited shopping places by Indonesians. 77% of respondents prefer to shop at minimarkets compared to other shopping places. This threatens the position of Ranch Market, which is classified as a supermarket, which is the next shopping choice with 58% of respondents. As confirmed on the Gourmet Pro page, with 43 physical stores spread across Indonesia consisting of 27 Farmers Market and 16 Ranch Market, Ranch Market ranks 6th in the category “The 10 Biggest Food Retailers in Indonesia in 2024”. However, occupying the 6th position is not enough for Ranch Market. Ranch Market must do more to get the attention of other consumers who are not yet its customers.

The growth of modern retail in Malang City is quite competitive. Begins with minimarkets such as Family Mart, LAWSON, K3Mart, Indomaret, Alfamart and Alfa X. Followed by supermarkets such as Lai-Lai, Hypermart, Superindo, and Central Market. These modern retailers compete with each other to become the first choice as a place for consumer shopping, including Ranch Market. To address this, Ranch Market offers added value that is difficult for competitors to imitate. Ranch Market's commitment to environmental conservation and providing premium and green products for its customers can be a competitive advantage in its own right to be taken into consideration by customers in choosing a place to shop. This commitment is manifested in the form of company support through the Sustainable Development Goals (SDGs).

Conversely, for a number of reasons, retailer social responsibility has drawn a lot of attention in recent decades [1]. Demand for social responsibility for retailers has grown as a result of growing customer awareness and concern for social and environmental issues, as well as a movement in consumer behavior toward ethical and sustainable consumption [2]. The concrete action of people's concern for social issues is the establishment of changes in people's consumption habits by adopting the concept of sustainable consumption. Since the retail industry is one of the largest sectors that has a significant impact on society and the environment, retailers are now expected to work socially and environmentally responsibly and sustainably. This sense of responsibility can be manifested through CSR activities. Corporate Social Responsibility (CSR) is defined as the ethical behavior and social obligations of organizations beyond their own financial benefits [3].

Consumers are becoming increasingly conscious of how their purchases affect the environment and society, which is related to the trend toward ethical and sustainable consumption [4]. They are willing to pay more for goods that reflect their values and are putting more pressure on businesses to follow sustainable and ethical business practices [5].



From these data, facts, and opinions, it can be seen that despite the possible impact of CSR on consumer behavior, CSR generally has a positive effect on consumer behavior [6]. However, research on how consumers react to retailer CSR is limited. In fact, it is important to do research on the impact of CSR on consumers (attitudes and perceptions) so that retailers can make better business decisions [7] and build and maintain long-term relationships with consumers [8]. In detail, few studies have been able to determine how and to what extent retailer CSR affects consumer voluntary and discretionary behavior [9].

II. LITERATURE REVIEW

A) Social Identity Theory

As the variable used by researchers is Retailer CSR, this study uses Social Identity Theory as a theoretical basis. According to the Social Identity Theory, people frequently classify themselves as belonging to a certain group and identify with it. In reality, customers who care about morality and ethics may consider themselves to be part of a community that interacts with socially conscious merchants; they perceive these merchants as sharing their social identity. Therefore, consumers' opinions and actions, or CCB, may be impacted by retailers' dedication to CSR [10]. Furthermore, in order to preserve and fortify their identification inside the social group, people attempt to act or adapt to the social norms of the group when they identify as members of that group, such as store patrons [11].

B) Theory of Consumption Value

In this case, because the variable used by researchers is Green Perceived Value, this study uses the Theory of Consumption Value as a theoretical basis. Theory of Consumption Value is defined as the reason why consumers make their purchasing choices. This theory explains the motivation for consumption behavior, such as predicting, describing, and explaining choice behavior by focusing on consumption value. This theory identifies five consumption values that influence consumer choice behavior, namely functional value, social value, emotional value, epistemic value, and conditional value.

C) Commitment Trust Theory

In view of the variable used by researchers, namely Consumer Trust, this study uses Commitment Trust Theory as a theoretical basis. Commitment Trust Theory is defined as the role of trust and commitment in nurturing long-term relationships between various parties, such as businesses and customers or partners. In this study, trust plays an important role in increasing the commitment of a person or customer in carrying out Customer Citizenship Behavior.

D) Retailer CSR

CSR helps companies to build a good reputation and image in the eyes of consumers and society. Customers may see retailers as socially responsible, ethical and role models in their communities. Based on Social Identity Theory, consumers who care about moral and ethical behavior may identify themselves as members of that community and see socially responsible retailers as part of their social identity. As a result, a retailer's commitment to CSR can have an impact on customer views and behavior. Consumers may take action to promote the business. This is supported by previous research conducted by [12], [13], [14], [10], [15], which found that there is a significant influence of Retailer CSR on Customer Citizenship Behavior.

Because it boosts the advantages gained from the trade-off, CSR adds value for customers. It implies that CSR initiatives enable businesses to satisfy the ethical, social, and environmental demands of their clientele. CSR initiatives pertaining to philanthropy and moral business conduct generate value. Even the product's functional value is surpassed by the value created by CSR initiatives. This is corroborated by earlier studies by [16] and [17], which discovered that retailer CSR significantly affects green perceived value.

Socially responsible corporate behavior is associated with benevolence, kindness, and passion. This helps to build customer trust, which in turn improves the customer's relationship with the company. Companies should gain customer trust through competence, benevolence, and genuine concern for sustainability [18]. This is supported by previous research conducted by [19], [20], [21], [22], and [23], which found that there is a significant effect of Retailer CSR on Consumer Trust.

H1: Retailer CSR has a positive and significant effect on Customer Citizenship Behavior.

H2: Retailer CSR has a positive and significant effect on Green Perceived Value.

H3: Retailer CSR has a positive and significant effect on Customer Trust.

E) Green Perceived Value

Customers have a significant impact in determining the use of green products, which is influenced by the perception of the value offered. If consumers believe that green products will provide great value to their environment, consumers will actively share positive things about retailers' involvement in carrying out CSR activities, which indirectly has an impact on the purchase of green products that they do, making them get social recognition of concern for environmental problems. This is because when customers consider that the consumption experience has a high level of value, they tend to express positive behavioral intentions and show voluntary behavior [24]. This is supported by previous research conducted by [24], [25], [25], [26], [27], and [28],

who found that there is a significant effect of Green Perceived Value on Customer Citizenship Behavior. Furthermore, [16] found that Green Perceived Value mediates the effect of Retailer CSR on Customer Citizenship Behavior.

H4: Green Perceived Value has a positive and significant effect on Customer Citizenship Behavior.

H6: Green Perceived Value mediates the effect of Retailer CSR on Customer Citizenship Behavior.

F) Consumer Trust

Customer trust includes customers' perceptions of the reliability of service providers in meeting their needs. When companies endeavor to set up a long-term, continuous cooperative relationship with customers and build mutual trust, both parties benefit from this relationship. When customers accept that the company is worthy of trust, they show Customer Citizenship Behavior such as recommending the business to their friends [29]. This is supported by previous research conducted by [29] and [30] which found that there is a significant effect of Consumer Trust on Customer Citizenship Behavior. Furthermore, [31] and [6] found that Consumer Trust mediates the effect of Retailer CSR on Customer Citizenship Behavior.

H5: Consumer Trust has a positive and significant effect on Customer Citizenship Behavior.

H7: Consumer Trust mediates the effect of Retailer CSR on Customer Citizenship Behavior.

G) Customer Citizenship Behavior

Citizenship of Consumers Customers are encouraged to assist other customers, give feedback to the company so that it may improve its services, and accept difficult circumstances. Positive client support encourages other customers to take actions that are advantageous to the company [32]. Four aspects of extra-role behavior were presented by [33]: customer cooperation, customer loyalty, customer participation, and customer tolerance for service encounter failures.

Research conducted by [12], [13], [14], [10], [15] supports the statement that CSR has a significant and positive effect on Customer Citizenship Behavior, while this is in contrast to [34], which states that CSR does not have a significant effect on customer advocacy and [35] which states that respondent involvement in CCB is lower when there is CSR than in neutral conditions and CSR reduces consumer involvement in helping other customers. Inconsistent research results cause research gaps, so variables are needed that can fill these research gaps, which are Green Perceived Value and Consumer Trust.

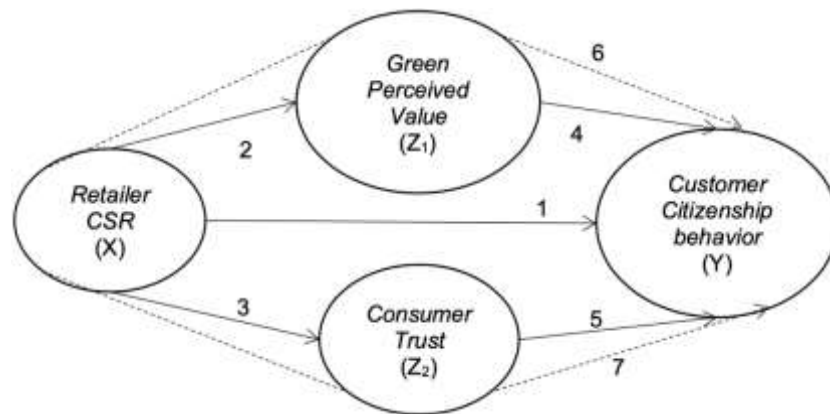


Figure 1: Conceptual Framework

In this study, an explanatory approach is used to examine the relationship of each variable. The study employed a non-probability sampling technique to select respondents who have a membership card and go shopping in the last 6 months. The survey successfully gathered responses from 166 respondents. The instrument uses a Likert- Scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data collected was analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS), which was selected because the variables under study were unobservable through multiple indicators.

This study utilizes a well-established scale frequently employed in previous research. To assess Retailer CSR, three scale items are adapted from [36]. Green Perceived Value is measured using six scale items from [37]. Consumer Trust is measured using four scale items from [23]. Last, Customer Citizenship Behavior is measured using nine scale items from [34].

III. RESULTS AND DISCUSSION

A) Respondent Characteristics

This research obtained 166 respondents from Ranch Market Malang who have a membership card and go shopping in the last 6 months. The sample data have shown that 57.2% of respondents were female and 42.8% were male. The majority of respondents (65.1%) were within the age range of 17 to 27 years, comprising 108 respondents. This shows that in this age range, there is a group that shops at Ranch Market more often than other age groups. The age group 17-27 years old chose Ranch Market as a place to shop to fulfill their daily needs because the products offered are in line with the needs and desires of consumers based on consumer age. Conversely, for ages in the range of 60-78 years, there are only 5 respondents (3%), which means that there is a possibility that these respondents rarely take the time to shop for themselves.

Based on the questionnaire results, most respondents have a Bachelor's degree, with 105 respondents (63.3%). This shows that respondents are able to consider the impact of purchasing green products offered by Ranch Market. Besides, based on the characteristics of the respondents' employment status, the employment status with the highest number is private employees with 84 respondents (50.6%), government employees with 38 respondents (22.69%), and university students with 15 respondents (9.0%). The results show that these two groups (private employees and government employees) are groups that already have income and have enough buying power. Meanwhile, there are students in the third position. When connected with other characters, it is possible for students to come to Ranch Market with leisure motivation.

Based on the characteristics of the respondent's income, the highest number of incomes was IDR 2.000.000 - IDR 5.000.000 as many as 42 respondents (25.3%), IDR 10.000.001 - IDR 15.000.000 as many as 40 respondents (24.1%), and IDR 7.500.001 - IDR 10.000.000 as many as 35 respondents (21.1%), and. The results show that with this income, respondents are able to allocate their income to buy high-quality products at Ranch Market. In addition, based on the characteristics of shopping frequency in the last 6 months, the highest number of frequencies is 2 to 3 times as many as 97 respondents (58.4%), 4 to 5 times as many as 52 respondents (31.3%), and the last more than 5 times as many as 17 respondents (10.2%). The results show that respondents do not make purchase transactions at Ranch Market very often in the last 6 months.

Table 1. Respondent Demographics

Criteria	Classification	Number (People)	Percentage (%)
Gender	Male	71	42,8%
	Female	95	57,2%
Age (years)	17 – 27	108	65,1%
	28 – 43	23	13,9%
	44 – 59	30	18,1%
	60 – 78	5	3,0%
Education	Complete High School	11	6,6%
	Complete Bachelor Degree	105	63,3%
	Graduate Studies	42	25,3%
	Postgraduate Studies	8	4,8%
Occupation	Student	11	6,6%
	University Student	15	9,0%
	Entrepreneur	4	2,4%
	Private Employees	84	50,6%
	State-owned Enterprise Employees	14	8,4%
	Government Employees	38	22,9%
Monthly Income (Rp)	IDR 2.000.000 - IDR 5.000.000	42	25,3%
	IDR 5.000.001 - IDR7.500.000	30	18,1%
	IDR 7.500.001- IDR10.000.000	35	21,1%
	IDR 10.000.001 - IDR 15.000.000	40	24,1%
	> IDR 25.000.000	19	11,4%
Frequency of Shopping in the last 6 months	2 until 3 times	97	58,4%
	4 until 5 times	52	31,3%
	More than 5 times	17	10,2%

B) Measurement Model Analysis

Convergent validity (factor loadings > 0,50); discriminant validity (a valid factor loading has a construct value higher than other constructs; Fornell-Lacker is considered valid if the root value of AVE is higher than the correlation value between constructs); composite reliability (CR > 0,70); and reliability indicator (Cronbach's alpha > 0,70) are among the multiple item tests that the measurement model has conducted. All of the data surpasses the established criteria, according to the results of each measurement model evaluation, and is therefore regarded as legitimate and trustworthy. Tables 2, 3, and 4 display the findings of convergent validity and discriminant validity.

Table 2. Validity Analysis

Measurement Item (s)	Convergent Validity		Discriminant Validity	
	Outer Loading	Result	AVE	Result
Retailer CSR			0,752	
I believe Ranch Market has environmentally friendly policies.	0.882	Valid		Valid
I believe Ranch Market cares about the local community.	0.900	Valid		Valid
I believe Ranch Market promotes local products.	0.817	Valid		Valid
Green Perceived Value			0,681	
Ranch Market sells green products with consistent quality.	0.833	Valid		Valid
Ranch Market sells green products at a good value.	0.867	Valid		Valid
Shopping at Ranch Market makes me feel like a person who considers green values in consumption.	0.798	Valid		Valid
Shopping for green products at Ranch Market makes me feel like I am making a positive contribution to the environment.	0.862	Valid		Valid
I buy green products when pollution is getting worse.	0.788	Valid		Valid
By comparing green products, I gain knowledge and novelty from products and services.	0.801	Valid		Valid
Consumer Trust			0,771	
I believe that Ranch Market is sincere in providing services to consumers.	0.877	Valid		Valid
I believe that Ranch Market is honest in providing information about the products they sell.	0.907	Valid		Valid
I believe Ranch Market is paying attention to my interest in the products they sell.	0.849	Valid		Valid
Customer Citizenship Behavior			0,624	
I help Ranch Market customers if they need help with information.	0.815	Valid		Valid
I help Ranch Market customers if they need help with services.	0.804	Valid		Valid
I give advice to Ranch Market customers.	0.839	Valid		Valid
I am willing to provide reviews on every service provided by Ranch Market.	0.784	Valid		Valid
I am willing to provide feedback if there is something that should be improved on the service.	0.765	Valid		Valid
I communicate the problems I encounter to Ranch Market.	0.755	Valid		Valid
I have a fairly high tolerance regarding service failures.	0.651	Valid		Valid
I say positive things about Ranch Market to others.	0.836	Valid		Valid
I recommend Ranch Market to others.	0.838	Valid		Valid

Table 3. Reliability Analysis

Variable	Composite Reliability	Cronbach's Alpha	Result
Retailer CSR	0.929	0.924	Reliable
Green Perceived Value	0.853	0.851	Reliable
Consumer Trust	0.911	0.906	Reliable
Customer Citizenship Behavior	0.850	0.835	Reliable

Table 4. Fornel-Lacker Criterion

	CCB	CT	GPV	RCSR
CCB	0.790			
CT	0.687	0.878		
GPV	0.784	0.784	0.825	
RCSR	0.677	0.691	0.754	0.867

C) Structural Model Test

The structural model was tested using determinant coefficient (R^2), predictive relevance (Q^2), and goodness of fit. *R-square* to assess the variance explained by the dependent construct. The R-Square value for Customer Citizenship is 0.645, indicating that Retailer CSR contributes 64.5% to Customer Citizenship Behavior, with the remaining 35.5% influenced by other

variables outside the research model. The R-Square value for Consumer Trust is 0.477, indicating that Retailer CSR contributes 47.7% to Consumer Trust, with the remaining 52.3% influenced by other variables outside the research model. The R-Square value for the Green Perceived Value is 0.568, indicating that Retailer CSR contributes 56.8% to Green Perceived Value, with the remaining 43.2% influenced by other variables outside the research model.

Based on the calculation results above, the Q^2 value obtained is 0.9198. This value indicates that the structural model can explain 91.98% of the variance in the research data, with the remaining 8.02% explained by factors outside the research model. These results suggest that the research structural model exhibits a good fit and holds significant predictive value.

D) Hypothesis Test

Following the completion of the measurement of the model's conditions, the structural model is analyzed. We can conclude that the direct association between variables has a significant effect if the t-statistic value is greater than the t-table (1.960) or if the p-value is less than 0.05. Table 4 shows the results, where all direct effect hypotheses aside from Hypothesis 1 are accepted. The first hypothesis has a path coefficient value of 0.188, a t-statistic value of $1.566 < 1.960$ (t-table), and a p-value of $0.117 > 0.05$, indicating no significant relationship between Retailer CSR and Customer Citizenship Behavior. Therefore, hypothesis 1 is rejected.

According to the second hypothesis, there is a direct relationship between Retailer CSR and Green Perceived Value with a path coefficient value of 0.535, a t-statistic value of $25.229 > 1.960$ (t-table), and a p-value of $0.000 < 0.05$. Hypothesis 2 is accepted because these findings show that Retailer CSR positively and significantly affects Green Perceived Value.

The third hypothesis's results show a direct relationship between Retailer CSR and Consumer Trust with a path coefficient value of 0.143, a t-statistic value of $16.982 > 1.960$ (t-table), and a p-value of $0.000 < 0.05$. Thus, it may be said that Hypothesis 3 is accepted because these findings show that Retailer CSR positively and significantly affects Consumer Trust.

The fourth hypothesis's results show the relationship between Green Perceived Value and Customer Citizenship Behavior, with a path coefficient value of 0.691, a t-statistic value of $6.044 > 1.960$ (t-table), and a p-value of $0.000 < 0.05$. Therefore, it may be determined that Hypothesis 4 is accepted, as Green Perceived Value has a positive and significant impact on Customer Citizenship Behavior.

The fifth hypothesis's results show the relationship between Consumer Trust and Customer Citizenship Behavior, with a path coefficient value of 0.754, a t-statistic value of $2.490 > 1.960$ (t-table), and a p-value of $0.013 < 0.05$. Therefore, it may be determined that Hypothesis 4 is accepted, as Consumer Trust has a positive and significant impact on Customer Citizenship Behavior.

Table 5 Result of Direct Hypothesis Test

Hypothesis	Path Coefficient	t-Statistics	p-Values	Result
H ₁ Retailer CSR → Customer Citizenship Behavior	0.188	1.566	0.117	Rejected
H ₂ Retailer CSR → Green Perceived Value	0.535	25.229	0.000	Accepted
H ₃ Retailer CSR → Consumer Trust	0.143	16.985	0.000	Accepted
H ₄ Green Perceived Value → Customer Citizenship Behavior	0.691	6.044	0.000	Accepted
H ₅ Consumer Trust → Customer Citizenship Behavior	0.754	2.490	0.013	Accepted

The mediating relationship of the attitude variable is shown in Table 5. Sobel computation is used for this indirect effect test. All current hypotheses of mediation are supported. Hypothesis 6 shows the results of the indirect path coefficient value of 0.403 with a t-statistic value of 6.071, which is greater than 1.960 (t-table). Additionally, the p-value is $0.000 (< 0.05)$. These results support hypothesis 6 by showing that Green Perceived Value can significantly mediate the effects of Retailer CSR on Customer Citizenship Behavior. Therefore, Green Perceived Value fully mediates the relationship between Retailer CSR and Customer Citizenship Behavior.

As well as the seventh hypothesis, the indirect path coefficient value is 0.130 with a t-statistic value of $2.405 > 1.960$ (t-table) and a p-value of $0.016 < 0.05$. Based on these results, Consumer Trust is able to significantly mediate Retailer CSR on Customer Citizenship Behavior, so hypothesis 7 is accepted. Thus, Consumer Trust fully mediates the relationship between Retailer CSR and Customer Citizenship Behavior.

Table 6. Result of Indirect Hypothesis Test

Hypothesis	Path Coefficient	t-Statistics	p-Values	Result
H ₆ Retailer CSR → Green Perceived Value → Customer Citizenship Behavior	0.403	6.071	0.000	Full mediating effect
H ₇ Retailer CSR → Consumer Trust → Customer Citizenship Behavior	0.130	2.405	0.016	Full mediating effect

E) Discussion

The results of the data analysis show that hypothesis one is rejected, which states Retailer CSR has no significant effect on Customer Citizenship Behavior. This finding aligns with studies by [34], [35] and [35]. This is simply because consumers do not really consider the company's image and whether the company is socially responsible or not. As long as the company can meet the needs and desires of consumers and can maintain consumer trust, consumers are willing to do Customer Citizenship Behavior. This is confirmed by the recent phenomenon where the rise of greenwashing practices has caused consumers to doubt the CSR practices carried out by the company.

The second hypothesis, which states that Green Perceived Value is influenced by Retailer CSR, found significant positive results, and the hypothesis was accepted. This finding aligns with studies by [16] and [17]. This is because the value generated from Ranch Market's CSR practices provides added value from the products they sell. In functional value, consumers receive green products with consistent quality and fair prices. Ranch Market makes more efforts not just to sell all local products but also to curate certain local products that are of premium quality before being marketed. Therefore, consumers can be assured that they will not feel disadvantaged by paying more for products that have proven their quality. In terms of social value, shopping at Ranch Market makes consumers feel like they are people who consider the concept of green in consumption. The availability of many choices or varieties of green products offered by Ranch Market to meet daily needs makes it easier for consumers to consider the concept of green in consumption. The choice of products starts from organic vegetables and fruits, food products without preservatives, organic cosmetics and body care, and plant-based food ingredients. Emotional value is also earned by consumers when shopping at Ranch Market, where consumers feel they are making a positive contribution to the environment when shopping for green products. When shopping for green products and using their own tote bags, consumers feel moral satisfaction from contributing to environmental conservation. Conditional value is also perceived by consumers when shopping for green products when pollution is getting worse. When faced with worsening environmental conditions, consumers choose to consume green products provided by Ranch Market. Epistemic Value exists when consumers compare green products to gain knowledge and novelty from products and services. Consumers who have more knowledge related to green consumption they are skeptical about the product information stated on the packaging label. They look for more information related to eco-labels, product ingredients, and place of production, and they compare one product to another. This was carried out so that they would not be deceived by the green campaign carried out by a product.

The third hypothesis which states that Consumer Trust is influenced by Retailer CSR, found significant positive results or the hypothesis is accepted. This finding aligns with studies by [19], [20], [21], [22], and [23]. When consumers see that the company is practicing CSR based on a sincere conscience without the intention of seeking attention or sympathy from consumers, consumers tend to believe that the company is sincere in providing services as it is. Moreover, consumers place more trust in companies that are socially responsible than those that are not. Ranch Market earns trust from customers through benevolence, such as genuine concern for sustainability, community and local products.

The fourth hypothesis which states that Customer Citizenship Behavior is influenced by Green Perceived Value, found significant positive results or the hypothesis is accepted. This finding aligns with studies by [24], [25], [25], [26], [27], and [28]. If consumers believe that the green products they buy will provide great value to their environment, consumers will actively say positive things about the place where they get the products. Consumers will be willing to engage in word-of-mouth to recommend Ranch Market or by posting positive reviews on the internet saying that Ranch Market sells quality and consistent products. This can draw the attention of other customers who are not yet Ranch Market customers and encourage them to try shopping at Ranch Market.

The fifth hypothesis which states that Customer Citizenship Behavior is influenced by Consumer Trust, found significant positive results or the hypothesis is accepted. This finding aligns with studies by [29] and [30]. When consumers perceive that the company is trustworthy, they show Customer Citizenship Behavior such as recommending the company to their friends. When consumers believe in the quality of services and products offered by Ranch Market, it is easier for consumers to build a commitment to always shop at Ranch Market and take actions that support the sustainability of Ranch Market's business.

The sixth hypothesis, which states that Green Perceived Value partially mediates the relationship between Retailer CSR and Customer Citizenship Behavior, found significant positive results, and the hypothesis was accepted. This finding aligns with

studies by [16]. Through Green Perceived Value, consumers can see the added value of Ranch Market's CSR. Consumers feel that their purchase funds are managed responsibly by Ranch Market to empower local communities. This certainly provides emotional satisfaction for consumers.

The last hypothesis which states that Consumer Trust partially mediates the relation between Retailer CSR and Customer Citizenship Behavior, found significant positive results or the hypothesis is accepted. This finding aligns with studies by [31] and [6]. When consumers consider that Ranch Market does genuinely practice CSR, consumers will sympathize and give more value to Ranch Market than other retailers.

IV. CONCLUSION

Retailer CSR is not able to increase Customer Citizenship Behavior. This means that consumer perceptions of Retailer CSR activities carried out by Ranch Market have not been able to make consumers directly affected to engage in Customer Citizenship Behavior. Even though it does not have a direct effect when consumers perceive CSR activities, consumers will have more trust in retailers who carry out CSR, and consumers will judge that CSR provides added value to the products they sell, making them easier to commit to Customer Citizenship Behavior.

Retailer CSR is able to increase Green Perceived Value. This means that better consumer perceptions of CSR Retailers make consumers wiser in making green product buying decisions. When shopping, consumers compare green products between one product and another. This is so that consumers are not deceived by green campaigns carried out by retailers to promote these products, and the benefits of products related to their impact on the environment are true.

Retailer CSR is able to increase Consumer Trust. This means that the better consumer perceptions of Retailer CSR, the easier it is for companies to build trust with consumers. When consumers see that Ranch Market practices CSR based on a sincere conscience without the intention to seek attention or sympathy from consumers, consumers tend to believe and appreciate these activities. Moreover, consumers put more trust in companies that are socially responsible than those that are not.

Green Perceived Value can increase Customer Citizenship Behavior. If consumers believe that the green products they buy will provide great value to their environment, consumers will actively share positive things about the place where they get the product either through word of mouth or posting positive reviews on the internet. In this regard, when customers feel that their shopping experience is pleasant, they do not mind giving feedback on the service and tend to have a high tolerance for service failures.

Consumer Trust can increase Customer Citizenship Behavior. When consumers put their trust in the quality of services and products offered by Ranch Market, they will recommend the business to their friends and will be committed to continue shopping and supporting business sustainability.

Future researchers are encouraged to advance this study to ensure its contemporaneity. Independent variables related to perceived knowledge and store scape can be considered with mediating variables related to customer loyalty, word of mouth, and brand identification as well as control variables in the form of consumer characteristics with the subject of fashion and food retail in Indonesia.

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