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## BUILDING CORPORATE REPUTATION THROUGH CSR COMMUNICATION: THE ROLE OF TRUST

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### ABSTRACT

CSR communication has been found to have influence of how stakeholders' perceptions, attitudes and behaviours. It is about what and how corporations communicate with various stakeholders about their CSR initiatives. However, earlier studies on the impact of CSR communication on customers' perceptions shows inconsistency in the findings. Earlier studies also focus more on internal stakeholder which is employees. Thus, it is important to examine the missing link between CSR communication and perceived corporate reputation from customers' perspective. Customers is one the primary stakeholders whose opinions and actions can affect the future of a corporation. This conceptual paper discuss about the relationship between CSR communication and corporate reputation with trust as mediating factor. Trust has been to be one of the most important factors that influence customers' attitudes and behaviours. The author reviewed literatures that focus on CSR communication, trust, and corporate reputation. The review includes highlights on trust as mediator in previous studies. Future studies may want to further investigate the relationship between CSR communication and corporate reputation with other mediating factor such as customers' prior CSR knowledge and awareness.

Keywords: CSR communication, corporate reputation, trust, mediator