

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pelaksanaan program *corporate social responsibility* terhadap reputasi perusahaan di Kantor Wilayah Bandung PT. BNI Life Insurance. Pada penelitian ini peneliti mencoba mengeksplorasi pengaruh *corporate social responsibility* terhadap reputasi perusahaan lewat perspektif yang berbeda, yaitu dengan melakukan studi terhadap karyawan di Kantor Wilayah Bandung PT. BNI Life Insurance, kemudian peneliti mengukur tingkat pendapat mereka mengenai pelaksanaan program *corporate social responsibility* dan reputasi di perusahaan tempat mereka bekerja. Data dikumpulkan dari 50 responden yang merupakan karyawan di Kantor Wilayah Bandung PT. BNI Life Insurance. Karakteristik responden dalam penelitian ini berdasarkan enam karakteristik yaitu usia, *gender*, pendidikan terakhir, posisi pekerjaan, lama bekerja, dan kisaran gaji. Jenis penelitian yang digunakan dalam penelitian ini adalah *causal explanatory*. Penelitian ini menggunakan jenis penelitian *causal explanatory* karena peneliti ingin menjelaskan hubungan antara *corporate social responsibility* dan reputasi perusahaan. Teknik analisis data yang digunakan untuk mengolah data kuesioner adalah uji validitas, uji reliabilitas, dan uji signifikansi parameter individual (uji statistik t). Berdasarkan hasil uji data didapatkan bahwa pelaksanaan program *corporate social responsibility* berpengaruh positif dan signifikan terhadap reputasi perusahaan di Kantor Wilayah Bandung PT. BNI Life Insurance sebesar 62% dan sisanya sebesar 38% dipengaruhi oleh faktor-faktor lain.

Kata kunci : *corporate social responsibility*, reputasi perusahaan

ABSTRACT

This research aims to determine the influence of the implementation of the corporate social responsibility to the company's reputation in Bandung Regional Office of PT. BNI Life Insurance. In this study, researcher tried to explore the influence of corporate social responsibility to corporate reputation through a different perspective, namely by conducting a research to employees at the Bandung Regional Office of PT. BNI Life Insurance, then the researcher measured their opinion on the implementation of corporate social responsibility and reputation in the company where they work. The data was collected from 50 respondents who are employees at the Bandung Regional Office of PT. BNI Life Insurance. Characteristics of respondents in this study were based on six characteristics such as age, gender, the latest education, job position, years of service, and salary's range. The type of research used in this study is causal explanatory. This research used causal explanatory study because researcher wanted to clarify the relationship between corporate social responsibility and corporate reputation. Data analysis technique that was used to process the questionnaire data are validity, reliability test, and the individual parameter significance test (t statistical test). Based on the test's result, researcher concluded that the implementation of corporate social responsibility program had a significant positive effect on the reputation of the company in Bandung Regional Office of PT. BNI Life Insurance and the correlation between them amounted 62% and the remaining 38% was influenced by other factors.

Keywords : corporate social responsibility, corporate reputation

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