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Pengaruh Kegiatan Corporate Social Responsibility “ Beasiswa Unggulan CIMB NIAGA” Terhadap Reputasi Perusahaan (Survey Pada Penerima Beasiswa Unggulan CIMB NIAGA 2017/2019)
Jumlah Halaman : 104 Halaman + 15 Lampiran
Bibliografi : 22 Buku (Tahun 2009 – 2015) + 4 Website

ABSTRAK

Perusahaan yang menjalankan usahanya ditengah-tengah masyarakat tidak terlepas dari kewajiban untuk melaksanakan kegiatan Corporate Social Responsibility (CSR) sehingga dapat memberikan kontribusi yang berarti untuk masyarakat tersebut. Penelitian ini mencoba mengungkapkan pengaruh suatu kegiatan corporate social responsibility (CSR) yaitu Program Beasiswa Unggulan CIMB Niaga 2017-2019 terhadap reputasi perusahaan, pelaku kegiatan corporate social responsibility (CSR) yaitu CIMB Niaga. Penelitian ini terbagi menjadi dua variabel yaitu variabel CSR dan Variabel reputasi perusahaan.

Teori yang menjadi landasan adalah Teori Stakeholder, Teori Manfaat CSR dan Teori Penilaian Reputasi. Dalam Teori Stakeholder stakeholders adalah orang dengan suatu kepentingan atau perhatian pada permasalahan tertentu, Teori Manfaat CSR dimana terdapat 8 indikator untuk mengukur implementasi dari CSR dan Teori Penilaian Reputasi yang merupakan kredibilitas perusahaan dan Reputasi memiliki peranan penting bagi keberhasilan bisnis dan menjadi salah satu *intangibile asset* yang dimiliki oleh organisasi atau perusahaan

Data penelitian dari survey berupa kuesioner dan memakai metode Probabilitas Sampling. Teknik penarikan sampel probabilitas dapat dilakukan jika jumlah dan sifat populasinya. Metode analisis kuantitatif ini menggunakan persamaan regresi linear sederhana dengan alat bantu SPSS 23.0 for windows.

Hasil Penelitian ini memperoleh kesimpulan bahwa ada Pengaruh Kegiatan CSR Beasiswa Unggulan CIMB Niaga Terhadap Reputasi CIMB Niaga (Survey pada penerima beasiswa periode 2017/2019) dengan hasil 25.3 % dimana setiap bahwa setiap penambahan 1 % dari nilai *Kegiatan CSR Beasiswa Unggulan*, maka *Reputasi CIMB Niaga* bertambah sebesar **0,385%**.

Kata kunci : *Corporate Social Responsibility, Reputasi*



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The Effect of Corporate Social Responsibility to Reputation of Corporate (Survey of scholarship recipients Program Beasiswa Unggulan CIMB Niaga 2017-2019)

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Bibliography : 25 sources, 2009-2015, 4 website

ABSTRACT

A Corporate that runs in the middle of the society never slip from its responsibility to fulfill Corporate Social Responsibility (CSR). This research attempts to reveal the effect of Beasiswa Unggulan (Unggulan Scholarships) CIMB Niaga Program to CIMB Niaga image. The research was divided into two variables, Corporate Social Responsibility (CSR) activity and reputation corporate. Sample research are all participants in Beasiswa Unggulan CIMB Niaga. The research method is quantitative research with explanative approach. The results found that Corporate Social Responsibility (CSR) activity significantly affect the reputation corporate.

A theory that serve as a platform is a theory stakeholders , the theory and the theory of the assessment of the reputation of csr benefits .In the theory of stakeholders stakeholders were the guy with a certain on the areas the interest or attention , the theory benefits csr where there are 8 indicators for measuring the implementations of the csr and the theory of a reputation of the assessment is credibility and reputation of company has an important role to ensure success based on business and was one of assets in pt tugu pratama owned by organization or company

The research data from the survey are in the form of a questionnaire and use the Probability Sampling method. Technique of probability sampling can be done if the number and nature of the population. This quantitative analysis method uses a simple linear regression equation with SPSS 23.0 for windows.

The results of this study conclude that there is an influence of CIMB Niaga's flagship scholarship CSR activities on the reputation of CIMB Niaga (survey of scholarship recipients for the 2017/2019 period) with a yield of 25.3%, each of which adds 1% of the outstanding scholarship activities, CIMB Niaga's reputation increased by 0.385%.

Keywords : Corporate Social Responsibility, Reputation