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Pengaruh Corporate Social Responsibility terhadap citra bank Mandiri
Bibliografi : 5 Bab 63 hal + lampiran + 30 Buku + 2 Internet

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari kegiatan *Corporate Social Responsibility* terhadap Citra Bank Mandiri. Penelitian mengambil subjek masyarakat di Kecamatan Muara Gembong. Pengambilan data dilakukan dengan penyebaran kuesioner secara langsung kepada subjek penelitian. Data dianalisis secara statistik dengan menggunakan regresi linear sederhana. Hasil penelitian menunjukkan bahwa *corporate social responsibility* berpengaruh positif dan signifikan terhadap citra Bank Mandiri. Hal ini dapat dilihat dari nilai koefisien regresi (b) = 0,829 dengan probabilitas signifikansi (sig) < 0,05. temuan ini menjelaskan bahwa dengan dilakukannya program *corporate social responsibility* oleh Bank Mandiri akan mampu meningkatkan citra Bank Mandiri secara signifikan.

Kata Kunci : *Corporate Social Responsibility*, Citra Perusahaan



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The Effect of Corporate Social Responsibility on Bank Mandiri's Image

Bibliography: 5 Chapter 63 pages + attachments + 30 Books + 2 Internet

ABSTRACT

This study aims to determine the effect of Corporate Social Responsibility activities on Bank Mandiri image. The research took the subject of the community in Muara Gembong District. Data is collected by distributing questionnaires directly to the research subjects. Data were analyzed statistically using simple linear regression. The results showed that corporate social responsibility had a positive and significant effect on the image of Bank Mandiri. This can be seen from the regression coefficient (b) = 0.829 with a significance probability (sig) <0.05. This finding explains that by implementing a corporate social responsibility program by Bank Mandiri it will be able to significantly enhance the image of Bank Mandiri.

Keywords: *Corporate Social Responsibility, Corporate Image*