

Menggalakan Program CSR dalam Membangun Reputasi Bisnis

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Abstrak. Panaliten menika gadhah ancas kangge nganalisis pengaruh tanggung jawab sosial (CSR) tumrap reputasi perusahaan. Panaliten menika kalebet panaliten kuantitatif ingkang ngginakaken teknik sampling kanthi metode probability sampling. Responden ing panliten iki yaiku karyawan salah sawijining perusahaan grup industri kelapa sawit ing Indonesia. Analisis data ingkang dipunginakaken inggih menika analisis jalur kangge nliti sesambetan antawisipun variabel panaliten ngginakaken piranti lunak Structural Equation Modeling (SEM) Partial Least Square. Asile panliten nemokake yen CSR nduweni pengaruh positif lan signifikan marang kualitas, CSR nduweni pengaruh positif lan signifikan marang inovasi, kualitas nduweni pengaruh positif lan signifikan marang penghargaan sing ditampa dening perusahaan, inovasi nduweni pengaruh positif lan signifikan marang penghargaan sing ditampa dening perusahaan, penghargaan ditampa dening perusahaan buktiaken duwe pengaruh positif lan pinunjul ing reputasi perusahaan. Implikasi saka panliten iki bisa digatekake dening manajemen ANJ lan organisasi umume sajrone ngrancang program lan ngleksanakake tanggung jawab sosial kanggo ningkatake reputasi perusahaan lan organisasi.

Kata Kunci: Penilaian publik, Kegiatan sosial perusahaan, reputasi

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