

PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* PT BANK MAYAPADA TERHADAP *CORPORATE IMAGE* DI SURABAYA

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ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh tanggung jawab sosial PT Bank Mayapada International, Tbk terhadap citra perusahaan melalui empat variabel yaitu tanggung jawab ekonomi, hukum, etika, dan filantropis. PT Bank Mayapada International, Tbk telah melakukan tanggung jawab sosial perusahaan sesuai dengan empat tanggung jawab tersebut. Jenis penelitian ini adalah penelitian kuantitatif menggunakan metode survei dengan menyebarkan kuisioner kepada 230 responden. Teknik penarikan sampel yang digunakan adalah *non probability sampling*. Hasil dari penelitian ini menunjukkan bahwa tanggung jawab ekonomi dan tanggung jawab etika tidak berpengaruh positif terhadap citra perusahaan. Tetapi tanggung jawab hukum dan tanggung jawab filantropis berpengaruh positif.

Kata kunci: tanggung jawab sosial perusahaan, tanggung jawab filantropis, citra perusahaan

*THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY OF PT BANK MAYAPADA TO
IMAGE COMPANY IN SURABAYA*

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ABSTRACT

This research was conducted to determine the social responsibility of PT Bank Mayapada International, Tbk on the company's image through four variables, namely economic, legal, ethical, and philanthropic responsibility. PT Bank Mayapada Internasional, Tbk has carried out corporate social responsibility in accordance with these four responsibilities. This type of research is a quantitative study using a survey method with questionnaire approval for 230 respondents. The sampling technique used is non probability sampling. The results of this study indicate that economic responsibility and ethical responsibility are not positive for the company's image. But legal responsibility and philanthropic responsibility are positive responsibilities.

Keywords: *corporate social responsibility, philanthropic responsibility, corporate image*