

Pengaruh corporate social responsibility terhadap reputasi perusahaan (studi eksplanatif persepsi masyarakat RT 10 Kelurahan Jatinegara Kecamatan Cakung terhadap kegiatan bank sampah kerabat Pulo Kambing) = Influence of corporate social responsibility on corporate reputation (explanatory study of community perception of RT 10 Kelurahan Jatinegara Kecamatan Cakung against the activities of bank sampah kerabat Pulo Kambing)

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Abstrak

PT Aneka Tambang (Persero) Tbk. memanfaatkan Corporate Social Responsibility melalui Program Pembinaan Bank Sampah Kerabat Pulo Kambing sebagai upaya dalam mempertahankan reputasi perusahaannya agar selalu baik dan kuat. Penelitian dengan pendekatan kuantitatif ini bertujuan untuk memberikan gambaran bagaimana pengaruh kegiatan Corporate Social Responsibility yang dilakukan Badan Usaha Milik Negara terhadap Reputasi Perusahaan; serta seberapa besar pengaruh persepsi masyarakat, yang dalam hal ini adalah komunitas di sekitar perusahaan; terkait efektivitas ekonomi dan sosial program Corporate Social Responsibility tersebut. Survey yang dilakukan kepada 70 orang responden menunjukkan bahwa kegiatan Corporate Social Responsibility yang dilakukan perusahaan memiliki pengaruh positif terhadap reputasi perusahaan, di mana 29% reputasi perusahaan diperoleh melalui efektivitas Corporate Social Responsibility, sedangkan sisanya sebesar 71% dipengaruhi oleh faktor lain.

.....PT Aneka Tambang (Persero) Tbk. utilizing Corporate Social Responsibility through the Waste Management Program of Kerabat Pulo Kambing Bank in an effort to maintain the reputation of his company so that it is always good and strong. The research with this quantitative approach aims to provide an overview of how the influence of Corporate Social Responsibility activities carried out by State-Owned Enterprises on the Company's Reputation; and how much influence the public perception, which in this case is the community around the company; related to the economic and social effectiveness of the Corporate Social Responsibility program. The survey conducted on 70 respondents indicated that the Corporate Social Responsibility activities carried out by the company have a positive influence on the company's reputation. Where 29% of the company's reputation is obtained through the effectiveness of Corporate Social Responsibility, while the rest (71%) is influenced by other factors.