

## Customers loyalty effects of CSR initiatives in the context of Indonesian commercial banking customers = Dampak CSR inisiatif terhadap loyalitas nasabah perbankan komersial Indonesia

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### Abstrak

#### **ABSTRAK**

Penulisan skripsi ini mempelajari dampak inisiatif CSR, yaitu i) customer-centric ii) lingkungan iii) filantropis dan iv) etika bank komersial di Indonesia terhadap loyalitas nasabah mereka. Peneliti telah menggunakan kuesioner sebagai metode pengumpulan data. Responden yang ditargetkan adalah nasabah perbankan komersial dimana bank yang mereka gunakan beroperasi di Indonesia. Setelah melakukan regresi linear berganda melalui SPSS, terbukti bahwa hanya inisiatif CSR customer-centric dan etika memiliki hubungan yang signifikan terhadap loyalitas pelanggan perbankan komersial. Sementara inisiatif lingkungan dan filantropis tidak memiliki hubungan yang signifikan terhadap loyalitas pelanggan perbankan komersial. Oleh karena itu, penting untuk manajemen bank untuk memahami bahwa CSR bisa dikelola secara strategis (Strategic CSR) untuk mempertahankan loyalitas pelanggan mereka. Serta, meningkatkan paparan mengenai inisiatif lingkungan dan filantropis yang mereka lakukan untuk pengetahuan pelanggan

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#### **ABSTRACT**

This thesis paper studies the effects of Corporate Social Responsibility (CSR) initiatives, which are i) customer-centric ii) environmental iii) philanthropic and iv) ethical of commercial banks in Indonesia towards their customer loyalty. The researcher have used questionnaires as the method of data collection. The targeted respondents of this thesis paper are commercial banking customers; of which their banks of use exists and operates in Indonesia. After conducting multiple regression through SPSS, results revealed that only customer-centric and ethical CSR initiatives had a statistical significant relationship towards the commercial banking customers' loyalty, while environmental and philanthropic CSR initiatives did not have a statistical significant relationship towards customer loyalty. Therefore, it is important to for management of banks to understand that CSR could be strategically managed by commercial banking managers in order to maintain their customers' loyalty. As well as, enhance exposure regarding environmental and philanthropic iniatives of banks for the customers to acknowledge