

Pengaruh program corporate social responsibility pendidikan terhadap citra perusahaan (studi pada peserta program XL Future Leaders E-learning 2013-2016) = Influence of corporate social responsibility education program towards corporate image (study on XL Future Leaders E-learning participants program 2013-2016)

Michelle Marietta Secoa, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20444395&lokasi=lokal>

Abstrak

ABSTRAK
Skripsi ini mencoba membuktikan pengaruh Corporate Social Responsibility CSR pendidikan terhadap citra perusahaan, dalam studi kasus CSR XL Future Leaders E-Learning terhadap XL Axiata. Penelitian menggunakan paradigma positivis dan pendekatan kuantitatif serta termasuk jenis penelitian asosiatif. Metode pengumpulan data yang dipakai survei dengan instrumen penelitian kuesioner yang dibagikan acak kepada 98 peserta CSR sebagai sampel penelitian. Metode analisa penelitian adalah regresi linear sederhana dan berganda. Hasil penelitian menunjukkan varian dari elemen CSR XL Future Leaders E-Learning, yakni keberlanjutan, pertanggungjawaban dan keterbukaan program memberikan kontribusi pengaruh pada citra perusahaan. Namun terdapat perbedaan kecenderungan kadar pengaruh di antara varian dimensi CSR tersebut.

ABSTRACT
The focus of this study is to prove the influence of educational Corporate Social Responsibility towards corporate image, in case of XL Future Leader E Learning towards XL Axiata. This associative study takes positivism paradigm and quantitative approach. Data collection method uses survey with questionnaire as research instrument, which is distributed randomly to 98 CSR participants. Research analysis method uses single linear and multiply regression. The results showed the variance between sustainability, accountability and transparency of XL Future Leaders E Learning as CSR is giving influence toward image bulding of XL Axiata with different levels and tendency of those three CSR dimensions.