

## Tanggung jawab sosial universitas dan tata kelola universitas terhadap citra UIN Syarif Hidayatullah Jakarta

Atiqah, author

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### Abstrak

#### <b>ABSTRAK</b>

Penelitian ini bertujuan untuk menguji pengaruh tanggung jawab sosial universitas dan tata kelola universitas terhadap citra UIN Syarif Hidayatullah Jakarta. Indikator tanggung jawab sosial universitas terdiri dari tanggung jawab ekonomi, tanggung jawab hukum, tanggung jawab etika dan dan tanggungjawab filantropi. Indikator tata kelola universitas terdiri dari transparansi, akuntabilitas, tanggungjawab, independensi, kewajaran dan partisipasi. Indikator citra terdiri dari reputasi, kepribadian, nilai etika dan identitas korporasi. Sampel penelitian meliputi sivitas akademik UIN Syarif Hidayatullah Jakarta mahasiswa, dosen dan karyawan. Teknik analisis data menggunakan regresi linier berganda. Hasil penelitian secara parsial menunjukkan bahwa tanggung jawab sosial universitas berpengaruh terhadap citra UIN Syarif Hidayatullah Jakarta dan tata kelola universitas berpengaruh terhadap citra UIN Syarif Hidayatullah Jakarta.

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#### <i><b>ABSTRACT</b></i>

This research aims to examine that University Social Responsibility (USR) and Good University Governance (GUG) influence toward image of UIN Syarif Hidayatullah Jakarta. Indicator of USR include economic responsibilities, legal responsibilities, ethical responsibilities and philanthropic responsibilities. Indicator of GUG include transparation, accountability, responsibility, independency, fairness and participation. Indicator of Image include Reputation, Personality, ethical/value and corporate identity. Sample of this research include civitas academic of UIN Syarif Hidayatullah Jakarta include student, lecturer and officer. Technic analysis data use multiple linear regression. Results of this research as partial provide evidence that University Social Responsibility influence toward image of UIN Syarif Hidayatullah Jakarta, and Good University Governance influence toward image of UIN Syarif Hidayatullah Jakarta.