

Analisis Persepsi Corporate Social Responsibility Terhadap Corporate Reputation Melalui Employer Branding: Studi Pada Pegawai PT Aneka Tambang Tbk = The Effect of Perceived Corporate Social Responsibility on Corporate Reputation through Employer Branding: A Study on Employee of PT Aneka Tambang Tbk

Priskilla Verdina SG., author

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Abstrak

Corporate social responsibility dalam dunia bisnis merupakan kewajiban yang harus dilakukan oleh perusahaan sebagai bentuk kontribusi kembali terhadap lingkungan dan masyarakat sekitar. Namun, pada masa sekarang ini istilah CSR tidak hanya untuk menggambarkan tanggung jawab perusahaan kepada lingkungan dan masyarakat, tetapi lingkup CSR saat ini juga meluas kepada bentuk tanggung jawab perusahaan terhadap pegawai. Penelitian ini bertujuan untuk menganalisis pengaruh corporate social responsibility terhadap corporate reputation pada pegawai PT Aneka Tambang Tbk melalui employer branding sebagai variabel mediasi. Kuesioner disebarikan kepada 212 pegawai PT Aneka Tambang Tbk yang mengetahui pelaksanaan program CSR di perusahaan. Analisis data dilakukan dengan metode PLS-SEM (Partial Least Square Structural Equation Modelling) menggunakan perangkat lunak SmartPLS 3. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang positif dan signifikan dari corporate social responsibility terhadap corporate reputation melalui employer branding. Penelitian ini memberikan rekomendasi untuk memanfaatkan CSR dalam membangun employer branding dan meningkatkan reputasi perusahaan.

.....In the business world, corporate social responsibility is an obligation that must be carried out by companies as a form of contribution to the environment and local communities. However, nowadays the term of CSR not only describes the company's responsibility towards the environment and society, but the scope of CSR now also extends to the company's responsibility towards employees. This research aims to analyze the influence of corporate social responsibility on company reputation for employees of PT Aneka Tambang Tbk through employer branding as a mediating variable. Questionnaires were distributed to 212 employees of PT Aneka Tambang Tbk who were aware of the implementation of the CSR program at the company. Data analysis was carried out using the PLS-SEM (Partial Least Square Structural Equation Modeling) method using SmartPLS 3 software. The research results show that there is a positive and significant influence of corporate social responsibility on company reputation through employer branding. This research provides recommendations for utilizing CSR in building employer branding and improving company reputation.