

**Pengaruh corporate social responsibility terhadap corporate image dan repurchase intention di PT. Bank Syariah Mandiri Thamrin Jakarta =
The influence of corporate social responsibility toward corporate image and repurchase intention at PT. Bank Syariah Mandiri Thamrin Jakarta**

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Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana dan seberapa besar pengaruh corporate social responsibility terhadap corporate image dan repurchase intention di PT. Bank Syariah Mandiri Thamrin, Jakarta. Metode analisis data yang digunakan adalah analisis statistik structural equation modelling (SEM) dengan bantuan perangkat lunak Lisrel versi 8.72.

Hasil riset 135 responden menyatakan bahwa keberadaan program CSR mampu memperkuat serta menambah citra positif yang dibangun perusahaan. Kegiatan CSR yang aktif mampu meningkatkan pembelian kembali produk Bank Syariah Mandiri (BSM). Selain itu, hasil riset juga menyatakan variabel corporate social responsibility berpengaruh signifikan terhadap repurchase intention di PT. Bank Syariah Mandiri Thamrin Jakarta, sedangkan variabel corporate image tidak berpengaruh signifikan terhadap repurchase intention dan belum mampu meningkatkan pembelian kembali.

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This research aims the customers who use saving products use to examine great influence of CSR toward corporate image and repurchase intention at BSM, Thamrin, Jakarta. All of the data is analized using structural equation modelling (SEM) supported by Lisrel version 8.72.

Result from 135 respondents shows that CSR program able to strengthen and increase positive image for company. The activities CSR is capable to increase the repurchase intention for BSM product. Interestingly, the result shows that variable of CSR take significant effect to repurchase intention in Bank Syariah Mandiri (BSM), while variable corporate image doesn't have a significant effect to repurchase intention and has not been able to increase the repurchase intention.