

## **ABSTRACT**

**EDRIC HUANG**

**1501020119**

### **THE IMPACT OF CSR (CORPORATE SOCIAL RESPONSIBILITY) TOWARDS CI (CORPORATE IMAGE) AT PT SALIM IVOMAS PRATAMA TBK (SIMP)**

(xiv+ 80 pages; 9 figures; 34 tables; 8 appendices)

The purpose of this research is to reveal whether there is any effect between CSR (Corporate Social Responsibility) and CI (Corporate Image). Furthermore, this research will also help the other company and researchers to know and get more knowledge about this field.

CSR (Corporate Social Responsibility) is considered as an important factors to ensure the company to have a sustainable profit. Companies that applied CSR create a favourable corporate image compared to companies that do not.

This research is using a quantitative as the research design and IBM SPSS Statistics 25 application. Data used in this research are primary data and secondary data. Data analysis methods used in this research include descriptive statistics, validity test, reliability test, normality test, coefficient of correlation, coefficient of determination, linear regression analysis and Z Test.

The result of the research based on Z test, it can be known that Z Count (6.31) > Z Table (1.96). So, the conclusion of this research is that there is an influence between CSR (Corporate Social Responsibility) and CI (Corporate Image). The result of the research based on coefficient of determination test is there is a moderate and positive relationship between CSR (Corporate Social Responsibility) and CI (Corporate Image) at PT Salim Ivomas Tbk.

As the conclusion, after the analysis and research on the company, it has been proven that CSR (Corporate Social Responsibility) has impact towards CI (Corporate Image) at PT Salim Ivomas Tbk.

**Keywords: International Business, Corporate Social Responsibility, Corporate Image, CSR in Pyramid Concept**

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