

ABSTRAK

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INFLUENCE OF MR. MORRIS FOUNDATION IN SOCIAL, ECONOMIC AND ENVIRONMENTAL ASPECTS AS A FORM OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS CORPORATE IMAGE AT THE SANCHAYA BINTAN

(XII+125 pages; 7 figures; 60 tables; 6 appendixes)

Corporate Social Responsibility (CSR) is a form of responsibility of a company, where the company as a business entity does not only pursue profit, but the company must also be able to have a positive influence on the environment and the surrounding community. This research aims to determine the role of CSR in social, economic and environmental aspects of the corporate image at The Sanchaya bintan.

This research uses a quantitative approach with a sampling method using non-probability sampling, specifically purposive sampling will be used. To collect data, researchers used a questionnaire with a total sample of 97 respondents and distributed it to local communities around The Sanchaya Bintan and researchers used SPSS software as a tool for processing data.

The data analysis method used is multiple linear regression analysis and the results of this research show that 3 independent variables social aspect (X1), economic aspect (X2) and environmental aspect (X3) have a significant influence towards the dependent variable corporate image (Y) at The sanchaya bintan.

Keywords: Corporate Social Responsibility, social aspect, economy aspect, environment aspect

PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“INFLUENCE OF MR. MORRIS FOUNDATION IN SOCIAL, ECONOMIC AND ENVIRONMENTAL ASPECTS AS A FORM OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS CORPORATE IMAGE AT THE SANCHAYA BINTAN”**. This final paper is written as a partial fulfilment of the academic requirements to obtain the degree of Sarjana Manajemen at Hospitality Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Medan Campus.

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