

SUMMARY

Ingkan Druwasi Rakaykirana, 2012, *The Effect of Corporate Social Responsibility to Corporate Image (Survey on PT Petrokimia Gresik Community, Gresik district - Gresik regency)*, Prof. Dr. Suharyono. MA, Dr. Srikandi Kumadji, MS

The purpose of this study is to determine the effect of Corporate Social Responsibility (CSR) to the company's image in the community around PT Petrokimia Gresik, which is the residents of RT 03 RW 06 Sub Tlogopojok, Gresik regency, measured with the variables of Corporate Social Responsibility; Community Support, Environment and Product. The writer expect that all of obtained informations can be used by the company to increase the activity of Corporate Social Responsibility and its program quality so that those can enhance the company's image even more in the future.

This study used quantitative research methods to study the annotations type (explanatory research), by using primary and secondary data. The population in this study is the community around the company, as many as 112 peoples used for the study's sample. The data analysis technique used is descriptive analysis, factor analysis and multiple regression analysis.

Based on factor analysis using varimax rotation of the 18 indicators included in the rotation factor, there are 3 main factors, namely Community Support (X_1), Product (X_2), and the Environment (X_3). The conclusion is that the 18 indicators is acceptable. The results of multiple linear regression analysis showed that all three variables, namely CSR Community Support (X_1), Environment (X_2), product (X_3) significantly affected the image of the Company (Y). It is shown from the results of multiple linear regression analysis obtained Fcount value of 40.876, while Ftable at 0.05 significant level showed a value of 2.688. This means greater than Ftable Fcount so H_0 rejected and H_a accepted, which means that independent variables have a significant effect jointly on Corporate Image.