



## TABLE OF CONTENT

<b>TITLE PAGE</b> .....	<b>i</b>
<b>LEMBAR PENGESAHAN</b> .....	<b>ii</b>
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	<b>iii</b>
<b>PREFACE</b> .....	<b>iv</b>
<b>ACKNOWLEDGMENT</b> .....	<b>v</b>
<b>TABLE OF CONTENT</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>TABLE OF FIGURES</b> .....	<b>x</b>
<b>LIST OF APPENDIX</b> .....	<b>xi</b>
<b>ABSTRACT</b> .....	<b>xii</b>
<b>INTISARI</b> .....	<b>xiii</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>1.1. Background</b> .....	<b>1</b>
<b>1.2. Problem Formulation</b> .....	<b>4</b>
<b>1.3. Research Questions</b> .....	<b>5</b>
<b>1.4. Objective of the Study</b> .....	<b>5</b>
<b>1.5. Research Benefit</b> .....	<b>6</b>
<b>1.6. Scope and Limitation</b> .....	<b>6</b>
<b>CHAPTER II</b> .....	<b>7</b>
<b>2.1. Theoretical Framework</b> .....	<b>7</b>
2.1.1. Company Reputation .....	<b>7</b>
2.1.2. Corporate Social Responsibility (CSR) .....	<b>9</b>
2.1.3. CSR in Banking Industry .....	<b>13</b>
<b>2.2. Hypotheses Development</b> .....	<b>14</b>
<b>CHAPTER III</b> .....	<b>19</b>
<b>3.1. Research Design</b> .....	<b>19</b>
<b>3.2. Operating Definition of Variables</b> .....	<b>19</b>
3.2.1. Dependent Variable .....	<b>19</b>
3.2.2. Independent Variable .....	<b>20</b>
<b>3.3. Sample Population</b> .....	<b>21</b>
<b>3.4. Data Collection Technique</b> .....	<b>22</b>
3.4.1. Questionnaire Design.....	<b>23</b>
3.4.2. Pilot Study .....	<b>25</b>



3.5.	<b>Validity and Reliability Testing</b> .....	26
3.5.1.	Validity Testing .....	26
3.5.2.	Reliability Testing .....	26
3.6.	<b>Data Analysis Technique</b> .....	27
<b>CHAPTER IV</b> .....		<b>28</b>
4.1.	<b>Data Collection Results</b> .....	<b>28</b>
4.2.	<b>Sample Profile</b> .....	<b>29</b>
4.3.	<b>Validity and Reliability Test Results</b> .....	<b>32</b>
4.3.1.	Validity Testing .....	32
4.3.2.	Reliability Testing .....	33
4.4.	<b>Descriptive Statistics</b> .....	<b>35</b>
4.5.	<b>Tests of Classical Assumptions</b> .....	<b>36</b>
4.5.1.	Normality Test .....	36
4.5.2.	Heteroscedasticity Test .....	37
4.5.3.	Multicollinearity Test .....	38
4.6.	<b>Multiple Linear Regression Analysis</b> .....	<b>39</b>
4.7.	<b>Findings and Discussion</b> .....	<b>41</b>
4.7.1.	Economic Responsibilities and Company Reputation.....	41
4.7.2.	Legal Responsibilities and Company Reputation.....	43
4.7.3.	Ethical Responsibilities and Company Reputation.....	43
4.7.4.	Philanthropic Responsibilities and Company Reputation .....	44
<b>CHAPTER V</b> .....		<b>46</b>
5.1.	<b>Conclusion</b> .....	<b>46</b>
5.2.	<b>Implication</b> .....	<b>46</b>
5.2.1.	Managerial Implication.....	46
5.2.2.	Academic Implication.....	47
5.3.	<b>Limitations and Recommendations</b> .....	<b>48</b>
<b>REFERENCES</b> .....		<b>50</b>
<b>APPENDIX</b> .....		<b>54</b>
<b>APPENDIX 1. DATA PROCESSING RESULTS</b> .....		<b>54</b>
<b>APPENDIX 2. QUESTIONNAIRE</b> .....		<b>61</b>