

## ABSTRAK

### **ANALISIS PENGARUH TANGGUNG JAWAB SOSIAL PERUSAHAAN PERSEPSIAN TERHADAP LOYALITAS NASABAH DENGAN REPUTASI BANK SEBAGAI VARIABEL PEMEDIASI Studi pada Nasabah Bank X**

**Widya Nur Yustitia**  
17/417544/PEK/23107

Penelitian ini bertujuan untuk menganalisis pengaruh tanggung jawab sosial persepsian pada loyalitas nasabah dengan reputasi perusahaan yang berperan sebagai pemediasi. Subjek penelitian adalah para nasabah PT Bank X. Pengambilan sampel menggunakan metode *nonprobability sampling*. Responden penelitian ini berjumlah 150 orang. Data dianalisis menggunakan metode *Partial Least Square* (PLS). Hipotesis dari penelitian ini adalah (1) tanggung jawab sosial perusahaan terbukti berpengaruh positif dan signifikan terhadap loyalitas nasabah (2) tanggung jawab sosial perusahaan terbukti berpengaruh positif dan signifikan terhadap reputasi perusahaan (3) reputasi perusahaan terbukti memiliki pengaruh yang positif dan signifikan terhadap loyalitas nasabah (4) reputasi perusahaan berperan memediasi sebagian pengaruh tanggung jawab sosial persepsian terhadap loyalitas nasabah. Dengan menggunakan data yang diperoleh dari nasabah Bank X yang berada di wilayah Bandung, Bogor, dan Bekasi, peneliti menemukan bahwa tanggung jawab sosial persepsian berpengaruh positif terhadap loyalitas nasabah, baik secara langsung, maupun dengan peran mediasi parsial dari reputasi perusahaan. Hasil temuan dapat menjadi bahan pertimbangan manajemen Bank X untuk lebih mempopulerkan dan melibatkan nasabah lebih jauh ke dalam kegiatan tanggung jawab sosial perusahaan agar reputasi perusahaan dan loyalitas nasabah meningkat.

**Kata Kunci:** Tanggung Jawab Sosial Perusahaan Persepsian, Reputasi Perusahaan, Loyalitas Nasabah

## **ABSTRACT**

### **THE INFLUENCE OF ANALYSIS PERCEIVED OF CORPORATE SOCIAL RESPONSIBILITY ON CUSTOMER LOYALTY WITH CORPORATE REPUTATION AS THE MEDIATING VARIABLE A STUDY ON CUSTOMERS BANK X**

**Widya Nur Yustitia**  
17/417544/PEK/23107

*This study was conducted to analyze the influence of perceived corporate social responsibility on customer loyalty with corporate reputation as the mediating variable. The subject of the research was customers of Bank X. The sampling method was nonprobability sampling. The total number of respondents was 150 people. The data was then analysed using Partial Least Square (PLS) method. The hypothesis of this research are (1) perceived corporate social responsibility had proven positively and significantly toward customer loyalty (2) perceived corporate social responsibility had proven positively and significantly toward corporate reputation (3) corporate reputation had proven positively and significantly toward customer loyalty (4) corporate reputation play a role in partial mediation perceived corporate social responsibility toward customer loyalty. Using data from customers of Bank X in Bandung, Bogor, and Bekasi, the author found that perceived corporate social responsibility positively influenced toward customer loyalty, either directly, or with partial mediation role of corporate reputation. The research findings could be taken into consideration by the management of Bank X to be more popularizing and engaging customers further in corporate social responsibility activities so that the company's reputation and customer loyalty increases.*

*Keywords: perceived corporate social responsibility, corporate reputation, customer loyalty*