

**THE EFFECT OF CSR PROGRAM “BAYAR LISTRIK
DENGAN SAMPAH” TOWARDS CORPORATE IMAGE,
SERVICE QUALITY AND CUSTOMER SATISFACTION OF
PT.PLN EAST JAVA DISTRIBUTION IN GUNUNG ANYAR**

Thesis for S-1



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2017

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THESIS

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In Order to Fulfilled the Requirement
Obtain Bachelor Degree of Economy
Department of Management

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2017**

**APPROVAL PAGE
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FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all of their help, love, and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank:

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**EFEK PROGRAM CSR BAYAR LISTRIK DENGAN SAMPAH
TERHADAP CORPORATE IMAGE, SERVICE QUALITY DAN
CUSTOMER SATISFACTION PT. PLN DISTRIBUSI JATIM DI
GUNUNG ANYAR**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui efek Program CSR Bayar Listrik Dengan Sampah terhadap *Corporate Image*, *Service Quality* dan *Customer Satisfaction* PT. PLN Distribusi Jatim pada Masyarakat Gunung Anyar.

Sampel yang digunakan sebesar 150 responden dimana jarak umurnya dari 30 sampai 50 tahun dan harus sudah mengikuti program CSR bayar Listrik dengan Sampah lebih dari 3 bulan. Objek dari penelitian ini adalah Masyarakat Gunung Anyar, Surabaya dengan menggunakan Skala Likert 1-5. Data dikumpulkan dengan survei kuesioner dan selanjutnya diolah dengan teknik analisis *Structural Equation Model* dengan menggunakan program LISREL.

Hasil menunjukkan bahwa CSR memiliki hubungan positif terhadap *Corporate Image* dan *Service Quality*. *Corporate Image* memiliki hubungan positif dengan *Service Quality* dan *Service Quality* memiliki hubungan positif terhadap *Customer Satisfaction* maka dapat disimpulkan bahwa seluruh hipotesis diterima.

Kata Kunci: Corporate Social Responsibility, Corporate Image, Service Quality, Customer Satisfaction

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ABSTRACT

This study aims to determine the effect of *CSR Program Bayar Listrik Dengan Sampah* towards *Corporate Image, Service Quality and Customer Satisfaction* PT. PLN East Java Distribution in Gunung Anyar

The sample used is 150 respondents whose have range age from 30 to 50 years old and following CSR Program Bayar Listrik Dengan Sampah more than 3 months usage. The object of this research is society in Gunung Anyar, that following CSR Program Bayar Listrik Dengan Sampah by using Likert Scale 1-5. Data were collected by questionnaire survey and then processed by *Structural Equation Model* analysis technique using LISREL 8.70.

The Results showed that CSR has a positive effect on Corporate Image and Service Quality. Corporate Image has a positive effect on Service Quality. Service Quality has a positive effect on Customer Satisfaction. It can be concluded that the entire hypothesis accepted

Keywords: Corporate Social Responsibility, Corporate Image, Service Quality. Customer Satisfaction