ABSTRAK

Nursafriyanty W. Ismail. NIM. 931 412 198. 2016. *Pengaruh Program Corporate Social Responsibility Terhadap Minat Menabung Nasabah di Bank BRI Kantor Cabang Gorontalo*. Di bawah bimbingan Bapak Irwan Yantu,S.Pd, M.Si dan Bapak Andi Juanna, S.Pd., M.Sc. Skripsi. Program Studi S1 Manajemen Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Gorontalo.

Tujuan penelitian ini untuk mengetahui pengaruh Program Corporate Social Responsibility Terhadap Minat Menabung Nasabah di Bank BRI Kantor Cabang Gorontalo. Metode yang dipakai dalam penelitian ini adalah metode kuantitatif dengan pengumpulan data melalui observasi, angket dan dokumentasi. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi sederhana dengan mengambil sampel sebanyak 40 responden.

Berdasarkan hasil pengujian hipotesis menunjukan bahwa terdapat pengaruh yang positif dan signifikan antara program CSR terhadap minat menabung nasabah di Bank BRI Kantor Cabang Gorontalo. Semakin sering Bank BRI mengembangkan program CSR maka semakin banyak nasabah maupun calon nasabah yang ingin dan tetap menabung dan meningkatkan saldonya. Karena Program CSR di Bank BRI sudah lumayan terkenal di kalangan masyarakat . Besar pengaruh dari Corporate Social Responsibility mencapai 76,7% sedangkan sisanya sebesar 23,3% dari minat menabung nasabah dipengaruhi oleh variabel lain seperti Brand image, promosi,pelayanan dan Bunga Bank.

Kata Kunci : Program Corporate Social Responsibility (CSR), Minat Menabung Nasabah

ABSTRACT

Nursafriyanty W. Ismail. Student ID 931 412 198. 2016. *The Influence of Corporate Social Responsibility Program towards Costumer Saving Interest at BRI Gorontalo Branch Office.* Principal Supervisor is Irwan Yantu, S.Pd, M.Si and Co-supervisor is Andi Juana, S.Pd., M.Sc. Skripsi. Bachelor Study Program of Management, Department Of Management, Faculty of Economics, State University of Gorontalo.

This research aims at finding out the influence of Corporate Social Responsibility Program towards costumer saving interest at BRI Gorontalo Branch office. This research method is quantitative while technique of collecting the data uses observation, questionnaire and documentation. Technique of analyzing the data uses simple regression with taking the sample as many as 40 respondents.

Hypothesis test show that there is positive and significant influence between CSR program and costumer saving interest at BRI Gorontalo Branch office. The more BRI Bank develops CSR program, the more costumer or prospective costumer want and keep saving and also improve their balance. It is due to CSR program at BRI bank is already well-known in the society. The big influence from Corporate Social responsibility has gained 76,7% while the rest is 23,3% from costumer saving interest which has been influenced by other variables such as Brand image, promotion, service and interest bank.

Keywords: Corporate Social Responsibility Program (CSR), Corporate Social Responsibility Program

PERSETUJUAN PEMBIMBING

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Hari/Tanggal	:	**Rabu, 27 Juli 2016**
Waktu	:	**15.00 Wita – Selesai**

Penguji:	**Tanda Tangan**	**Tanggal**
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2. Ramlan Amir Isa, SE., MM	**2.**	.....
3. Irwan Yantu, S.Pd, M.Si	**3.**	.....
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