

**MEASURING INFLUENCE OF CSR PROGRAM
ON COMPANY IMAGE BJB BANK**

(A Study on Realization of CSR Through Relief Program Biodigester Trash Machine 2013 in the Village of Babakan Sari Subdistrict Kiaracondong Bandung)

ABSTRACT

This research is motivated by the problems related to the realization of Bank BJB CSR program through the provision of garbage biodigester machine in 2013 in the Village Babakan Sari subdistrict Kiaracondong Bandung. Based on the results of preliminary interviews indicate there are still many people who do not know BJB has conducted a program of assistance garbage biodigester machine in 2013 which was held in the Village Babakan Sari subdistrict Kiaracondong Bandung. This study aims to determine the effect of the realization of the CSR program through the provision of garbage biodigester machine in 2013 BJB on Corporate Image.

The method used in this research is quantitative method with a descriptive research and causal. Data used in this study are primary and secondary data. Sampling was done by non-probability sampling method with incidental sampling technique, the number of respondents 100 respondents. Data were analyzed using descriptive analysis and simple linear analysis.

Based on the results of the study showed that the realization of CSR programs impact positively on the image of the company amounted to 56.9%, while the remaining 43.1% influenced by other factors not examined in this study.

Keywords: Corporate Social Responsibility, people, profit, planet, Corporate Image