

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk dan *Corporate Social Responsibility* (CSR) Terhadap Citra Perusahaan Pada PR Alfi Putra Trenggalek” yang ditulis oleh Bagus Asrif Pangestu, NIM.126405203230, Fakultas Ekonomi dan Bisnis Islam, Jurusan Bisnis dan Manajemen, Progam Studi Manajemen Bisnis Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing : Siswahyudianto, M.M.

Penelitian ini dilatar belakangi oleh semakin banyaknya rokok kretek dipasaran yang mengharuskan perusahaan rokok kretek dapat mempertahankan citra perusahaannya supaya tetap menarik dimata konsumen. Terdapat beberapa faktor yang dapat mempengaruhi citra perusahaan, seperti kualitas produk dan *Corporate Social Responsibility* (CSR) atau tanggungjawab sosial perusahaan. Tujuan penelitian ini untuk (1) Menguji pengaruh kualitas produk dan *Corporate Social Responsibility* (CSR) terhadap citra perusahaan pada PR Alfi Putra, (2) Menguji pengaruh kualitas produk terhadap citra perusahaan pada PR Alfi Putra, (3) Menguji pengaruh *Corporate Social Responsibility* (CSR) terhadap citra perusahaan pada PR Alfi Putra.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik dalam pengambilan sampel penelitian menggunakan *nonprobability sampling* dengan pendekatan *purposive sampling*. Jenis data yang digunakan adalah data primer yang diperoleh dari kuesioner yang disebarakan kepada konsumen. Data kuesioner dianalisis menggunakan SPSS 25 dengan menggunakan uji statistik deskriptif, ujia validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa, (1) Kualitas produk dan *Corporate Social Responsibility* (CSR) berpengaruh signifikan terhadap citra perusahaan, (2) Kualitas produk berpengaruh signifikan terhadap citra perusahaan, (3) *Corporate Social Responsibility* (CSR) berpengaruh signifikan terhadap citra perusahaan.

Kata Kunci : Citra Perusahaan, *Corporate Social Responsibility*, Kualitas Produk.

ABSTRACT

Thesis with the title "The Influence of Product Quality and Corporate Social Responsibility (CSR) on Company Image in PR Alfi Putra Trenggalek" written by Bagus Asrif Pangestu, NIM.126405203230, Faculty of Islamic Economics and Business, Department of Business and Management, Sharia Business Management Study Program, Sayyid Ali Rahmatullah Tulungagung State Islamic University, with Supervisor: Siswahyudianto, M.M.

This research is motivated by the increasing number of kretek cigarettes on the market, which requires kretek cigarette companies to be able to maintain their corporate image so that they remain attractive to consumers. There are several factors that can influence a company's image, such as product quality and Corporate Social Responsibility (CSR). The purpose of this research is to (1) Test the influence of product quality and Corporate Social Responsibility (CSR) on the company image at PR Alfi Putra, (2) Test the influence of product quality on the company image at PR Alfi Putra, (3) Test the influence of Corporate Social Responsibility (CSR) on the company image at PR Alfi Putra.

This research uses a quantitative approach with an associative type of research. The research sampling technique uses nonprobability sampling with a purposive sampling approach. The type of data used is primary data obtained from questionnaires distributed to consumers. Questionnaire data were analyzed using SPSS 25 using descriptive statistical tests, validity tests, reliability tests, classical assumption tests, multiple linear regression tests, hypothesis tests, and coefficient of determination tests.

The research results show that, (1) Product quality and Corporate Social Responsibility (CSR) have a significant effect on the company's image, (2) Product quality has a significant effect on the company's image, (3) Corporate Social Responsibility (CSR) has a significant effect on the company's image.

Key words: *Company Image, Corporate Social Responsibility, Product Quality.*