

ABSTRAK

Skripsi dengan judul “Pengaruh *Corporate Social Responsibility* dan *Consumer Experience* terhadap Citra Perusahaan pada Pabrik Rokok Age Pro di Desa Selokajang Kecamatan Srengat Kabupaten Blitar” ini ditulis oleh Syahertian Nur Abraham, NIM 126405213217, dengan pembimbing Citra Mulya Sari, S.E.Sy., M.E.

Kata Kunci: *Corporate Social Responsibility*, *Consumer Experience*, dan Citra Perusahaan.

Penelitian ini dilatar belakangi oleh pentingnya citra perusahaan dalam menjaga keberlangsungan usaha, khususnya pada industri rokok yang kerap mendapat persepsi negatif dari masyarakat. Pabrik Rokok AGE Pro di Desa Selokajang menjadi fokus penelitian karena keberadaannya yang berdampingan langsung dengan masyarakat, sehingga implementasi *Corporate Social Responsibility* dan *Consumer Experience* menjadi strategi penting dalam membangun citra positif.

Penelitian ini bertujuan (1) untuk menguji pengaruh *Corporate Social Responsibility* terhadap Citra Perusahaan pabrik rokok AGE Pro di Desa Selokajang, (2) untuk menguji pengaruh *Consumer Experience* terhadap Citra Perusahaan pabrik rokok AGE Pro di Desa Selokajang, (3) untuk menguji pengaruh *Corporate Social Responsibility* dan *Consumer Experience* terhadap Citra Perusahaan pabrik rokok AGE Pro di Desa Selokajang.

Metode penelitian dengan menggunakan penelitian pendekatan kuantitatif dengan jenis penelitian asosiatif. Data dikumpulkan melalui kuesioner kepada responden yang merupakan konsumen dan masyarakat sekitar. Sampel dalam penelitian ini adalah 315 responden. Penelitian ini dianalisis menggunakan regresi linier berganda dengan bantuan *software* SPSS.

Berdasarkan penelitian yang telah dilakukan didapatkan hasil (1) Variabel *Corporate Social Responsibility* berpengaruh secara positif dan signifikan terhadap Citra Perusahaan, (2) Variabel *Consumer Experience* berpengaruh secara positif dan signifikan terhadap Citra Perusahaan, (3) Variabel *Corporate Social Responsibility* dan *Consumer Experience* berpengaruh signifikan terhadap Citra Perusahaan.

ABSTRACT

The thesis entitled "The Influence of Corporate Social Responsibility and Consumer Experience on Corporate Image at Age Pro Cigarette Factory in Selokajang Village" was written by Syahertian Nur Abraham, NIM 126405213217, with supervisor Citra Mulya Sari, S.E.Sy., M.E.

Keywords: Corporate Social Responsibility, Consumer Experience, and Corporate Image.

This research is motivated by the importance of corporate image in maintaining business continuity, especially in the cigarette industry which often gets negative perceptions from the public. The AGE Pro Cigarette Factory in Selokajang Village is the focus of the research because of its existence which is directly adjacent to the community, so that the implementation of Corporate Social Responsibility and Consumer Experience is an important strategy in building a positive image.

This study aims (1) to test the influence of Corporate Social Responsibility on the Corporate Image of the AGE Pro cigarette factory in Selokajang Village, (2) to test the influence of Consumer Experience on the Corporate Image of the AGE Pro cigarette factory in Selokajang Village, (3) to test the influence of Corporate Social Responsibility and Consumer Experience on the Corporate Image of the AGE Pro cigarette factory in Selokajang Village.

The research method uses a quantitative approach with an associative research type. Data were collected through questionnaires to respondents who are consumers and the surrounding community. The sample in this study was 315 respondents. This study was analyzed using multiple linear regression with the help of SPSS software.

Based on the research that has been conducted, the results obtained were (1) Corporate Social Responsibility variables have a positive and significant effect on Corporate Image, (2) Consumer Experience variables have a positive and significant effect on Corporate Image, (3) Corporate Social Responsibility and Consumer Experience variables have a significant effect on Corporate Image.