ABSTRAK

Penelitian dengan judul “Pengaruh *Corporate Social Responsibility* , *Good Corporate Governance*, dan Pendapatan Non Halal terhadap Reputasi Bank Muamalat Indonesia Tahun 2015-2023” ini ditulis oleh Erlangga Putra Alam, NIM 126401212048, Program Studi Perbankan Indonesia, Jurusan Ekonomi, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan pembimbing Ibu Lativa Hartiningtyas, M.Pd.

Kata Kunci: *Corporate Social Responsibility, Good Corporate Governance*, Pendapatan Non Halal, Reputasi

Penelitian ini dilatarbelakangi oleh berkembangnya pertumbuhan bank syariah yang cenderung naik, dibuktikan dengan banyaknya jumlah Bank Umum Syariah (BUS) dan Unit Usaha Syariah (UUS) yang diharapkan bisa bersaing dengan bank konvensional yang dimana Indonesia merupakan negara dengan mayoritas beragama islam. Reputasi merupakan persepsi publik tentang tindakan yang dilakukan suatu bank, baik positif maupun negatif. Persepsi yang dimiliki oleh pelanggan terhadap kemampuan perusahaan untuk menyediakan layanan disebut reputasi perusahaan. Dalam penelitian ini, *Good Corporate Governance*, tanggung jawab sosial perusahaan, dan penggunaan dana nonhalal digunakan untuk mengukur reputasi.

Penelitian ini bertujuan untuk (1) menguji pengaruh *Corporate Social Rensponsibility terhadap reputasi Bank Muamalat Indonesia (2) menguji pengaruh Good Corporate Governance* terhadap reputasi Bank Muamalat Indonesia (3) menguji pengaruh Pendapatan Non Halal terhadap reputasi Bank Muamalat Indonesia (4) menguji *pengaruh Corporate Social Responsibility, Good Corporate Governance* dan Pendapatan Non Halal terhadap reputasi Bank Muamalat Indonesia

Penelitian ini menggunakan pendekatan kuantitatif dengan dengan jenis penelitian asosiatif. Teknik sampling yang digunakan adalah non probability sampling dengan metode sampling jenuh. Data yang digunakan adalah data sekunder berbentuk triwulan dari kuartal I 2015 sampai kuartal IV 2023. Sehngga data yang terkumpul sebanyak 36. Data CSR, GCG, dan Pendapatan non halal sebagai variabel independen diperoleh dari website resmi Bank Muamalat Indonesia. Data reputasi Bank Muamalat Indonesia sebagai variabel dependen yang diperoleh dari website resmi Bank Muamlat Indonesia. Metode analisis yang digunakan berupa Regresi Linier Berganda dengan menggunakan software IBM SPSS 25

Hasil penelitian menunjukkan bahwa (1) secara parsial *Corporate Social Responsibility* (CSR) berpengaruh signifikan terhadap reputasi Bank Muamalat Indonesia (2) secara parsial *Good Corporate Governance* (GCG) tidak berpengaruh signifikan terhadap reputasi Bank Muamalat Indonesia (3) secara parsial Pendapatan Non Halal berpengaruh signifikan terhadap reputasi Bank Muamalat Indonesia (4) Secara simultan, CSR, GCG, dan Pendapatan Non Halal berpengaruh signifikan terhadap reputasi Bank Muamalat Indonesia.

ABSTRACT

He research with the title “The Effect of Corporate Social Responsibility, Good Corporate Governance, and Non-Halal Income on the Reputation of Bank Muamalat Indonesia in 2015-2023” was written by Erlangga Putra Alam, NIM 126401212048, Indonesian Banking Study Program, Department of Economics, Faculty of Economics and Islamic Business, Sayyid Ali Rahmatullah Tulungagung State Islamic University, with the supervisor Mrs. Lativa Hartiningtyas, M.Pd.

Keyword : Corporate Social Responsibility, Good Corporate Governance, Non-Halal Income, Reputation

This research is motivated by the development of Islamic bank growth which tends to increase, as evidenced by the large number of Islamic Commercial Banks (BUS) and Islamic Business Units (UUS) which are expected to compete with conventional banks where Indonesia is a country with a majority of Muslims. Reputation is a public perception of the actions taken by a bank, both positive and negative. The perception that customers have of the company's ability to provide services is called corporate reputation. In this study, Good Corporate Governance, corporate social responsibility, and the use of non-halal funds are used to measure reputation

This study aims to (1) examine the effect of Corporate Social Responsibility on the reputation of Bank Muamalat Indonesia (2) examine the effect of Good Corporate Governance on the reputation of Bank Muamalat Indonesia (3) examine the effect of Non-Halal Income on the reputation of Bank Muamalat Indonesia (4) examine the effect of Corporate Social Responsibility, Good Corporate Governance and Non-Halal Income on the reputation of Bank Muamalat Indonesia..

This research uses a quantitative approach with an associative research type. The sampling technique used is non probability sampling with saturated sampling method. The data used is secondary data in the form of quarters from the first quarter of 2015 to the fourth quarter of 2023. CSR, GCG, and non-halal income data as independent variables are obtained from the official website of Bank Muamalat Indonesia. Bank Muamalat Indonesia reputation data as the dependent variable obtained from the official website of Bank Muamlat Indonesia. The analysis

The results showed that (1) partially Corporate Social Responsibility (CSR) has a significant effect on the reputation of Bank Muamalat Indonesia (2) partially Good Corporate Governance (GCG) has no significant effect on the reputation of Bank Muamalat Indonesia (3) partially Non-Halal Income has a significant effect on the reputation of Bank Muamalat Indonesia (4) Simultaneously, CSR, GCG, and Non-Halal Income have a significant effect on the reputation of Bank Muamalat Indonesia.