

ABSTRACT

Bandung city is designated as one of the world tourism city by UNESCO on 25 September 2013. The phenomenon makes Bandung have to face another fact that is, the Bandung City government should start and continue to fix themselves various infrastructures as well as, security and comfort of various tourist destinations. Given the budget required to support all facilities and infrastructure needed for the tourism sector is not a few then a number of companies have channeled corporate social responsibility funds (CSR) for development of Bandung. Similarly, Bank Mandiri, which provides funds Rp. 1.9 Billion in the form of Bus Bandros program to the government of Bandung as support of Bank Mandiri in supporting facilities and infrastructure in the tourism sector, as well as a form of appreciation to the people of Bandung. CSR by the company can stimulate one's point of view towards the company known as a corporate image.

This study aims to determine the effect of program corporate social responsibility (CSR) Bus Bandros (Bandung Tour on The Bus) in Bandung City to corporate image Bank Mandiri, with sampling method used is a non-probability sampling technique with sub-method is purposive sampling for data collection. In addition, this study used descriptive analysis and simple linear regression test.

Based on the results of research can be concluded that the implementation of Corporate Social Responsibility Bus Bandros program in Bandung has been running well. In addition, Corporate Image Bank Mandiri as a provider of CSR Bus Bandros is in good category. Furthermore, the realization of CSR programs positively affects the corporate image of 13.3%, while the rest of 86.7% influenced by other factors not examined in this study.

Keywords: Corporate Social Responsibility, Corporate Image