

ABSTRACT

More than 8,000 companies from 150 countries have implemented Corporate Social Responsibility (CSR) in supporting and demonstrating their concepts and obligations to society (Wang et al., 2016). The implementation of CSR in Indonesia has been regulated in Law No. 40 of 2007 concerning Limited Liability Company article 74 which states that the existence of social responsibility must be borne by a limited liability company (Republic of Indonesia, 2018). The CSR program carried out by Telkomsel is IndonesiaNEXT as a support for digital quality improvement and focuses on young talents at universities in Indonesia with aspects of education.

This study aims to determine the effect of Indonesian NEXT CSR that is being carried out on Telkomsel's Corporate Image (CI). CSR consists of Economy, Legal, Ethics and Discretionary aspects. CI consists of Personality, Reputation, Value and Identity.

This study is a descriptive and causal research to obtain an image based on customer perceptions and causal relationships based on hypotheses. This study uses a questionnaire survey to participants of IndonesiaNEXT 2017 in Medan, Jakarta, Bandung, Yogyakarta, Surabaya and Makassar. Data analysis techniques were carried out using Statistical Package for the Social Sciences (SPSS) and smartPLS softwares.

Variables in a row from low to high for CSR are Discretionary, Law, Ethics and Economics and for CIs are Personality, Reputation, Identity and Value. Economic, Legal, Ethical and Discretionary of IndonesiaNEXT effects Personality, Reputation, Value and Identity of Telkomsel.

Key Words: *Corporate Social Responsibility; Corporate Image; regression; partial; simultaneou*

