

ABSTRACT

Obeying the rules that applied for running a business in Indonesia is a must, one of the agreement that easy to find lately was related to corporate social responsibility. This research aims to determine the effect of Corporate Social Responsibility program on corporate image of The Body Shop Indonesia. This research uses independent variable, which is Corporate Social Responsibility (CSR), with several dimensions, that includes profit, people, planet. For dependent variable, it also contains several dimensions as well, and that including personlity, reputation, value, and corporate identity. This research uses quantitative methods as well with descriptive data analysis techniques, normaly test, simple linier regression test, coefficient of determination, and hypothesis test. The sampling technique that used in this research is probability sampling, that is simple random sampling, with slovin formula 100 respondents. Hypothesis test result shows that CSR program has an influence on corporate identity of The Body Shop Indonesia, this evidenced by t-count (4.714) > t table (1.290), and the results of the coefficient of determination shows that CSR Program “Build Bio Bridges in Indonesia” has 18.5% effect on corporate image of The Body Shop Indonesia. So, it can be concluded that CSR needs another supporting elements to make a good image.

Keywords: Corporate Social Responsibility, Corporate Image