

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *corporate social responsibility* terhadap *employee satisfaction* yang dimediasi oleh citra perusahaan dan komitmen organisasi.

Jenis penelitian ini adalah penelitian kuantitatif dengan metode survey yang dilakukan dengan cara membagikan kuesioner. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *convenience sampling*, yaitu pengambilan sampel didasarkan pada ketersediaan elemen dan kemudahan untuk mendapatkannya. Objek penelitian ini adalah karyawan PT PJB Unit Pembangkitan Gresik, dengan total responden sebanyak 170 orang. Metode analisis yang digunakan adalah *Structural Equation Modeling* (SEM) berbasis varian dengan menggunakan SmartPLS versi 3.0.

Hasil penelitian ini menunjukkan bahwa *corporate social responsibility* berpengaruh positif terhadap *employee satisfaction*, citra perusahaan, dan komitmen organisasi. Selanjutnya citra perusahaan dan komitmen organisasi berpengaruh positif terhadap *employee satisfaction*. Selain itu citra perusahaan dan komitmen organisasi berhasil memediasi secara parsial (sebagian) dengan pengaruh yang positif pada pengaruh *corporate social responsibility* terhadap *employee satisfaction*. Artinya *corporate social responsibility* dapat mempengaruhi *employee satisfaction* baik secara langsung, maupun melalui peran mediasi oleh citra perusahaan dan komitmen organisasi.

Kata kunci: *Corporate Social Responsibility*, *Employee Satisfaction*, Citra Perusahaan, Komitmen Organisasi

ABSTRACT

This research aimed to examine the effect of corporate social responsibility on the employees' satisfaction which was mediated by company image and organization commitment.

The research was quantitative with survey as the instrument and used questionnaires in data sampling. In line with, the data collection technique used convenience sampling, in which the sampel was based on element existence and easiness to have it. Moreover, the sample was 170 respondents of employees of PT PJB Generation Unit, Gresik. In addition, the data analysis technique used Structural Equation Modeling (SEM) based on variant with SmartPLS 3.0.

The research result concluded the corporate social responsibility had positive effect on the employees' satisfaction, company image, and organization commitment. Furthermore, the company image and organizational commitment had positive effect on the employees' satisfaction. Besides, the company image and organization commitment had successfully mediated, in partially and with positive effect, the corporate social responsibility on the employees' satisfaction. In other words, corporate social responsibility could affect employees' satisfaction either directly or through mediation of company image and organization commitment.

Keywords: Corporate Social Responsibility, Employees' Satisfaction, Company Image, Organizational Commitment