EFFECT OF CSR PROGRAM (TRAINING TRADE SHOW, TRAINING ELECTRONIC COMMERCE AND PARTNERSHIP PROGRAM) AGAINST CORPORATE IMAGE: STUDY PT. UMA COLLECTION INDONESIA TO CHILDREN ORPHANAGE SMK AL AMAL SURABAYA

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ABSTRACT

Social problems that occurred in the midst of today's society can not only be handled by the government alone, but it is a time for group of people who are willing to sacrifice themselves and their wealth to help others. Therefore, in this study of PT. UMA Collection Indonesia, which engaged in the garment industry since 15 years ago, wants to contribute in building this nation by creating "Business Social Entrepreneurship" to address poverty in one of the areas in Surabaya in the form of "CSR Program". The research have been done and the resultsshowed that "CSR Program" conducted by PT. UMA Collection Indonesia create "Company Image" getting better, although there are still some lack of "CSR Program" conducted, resulting in one of the independent variables must delete that respondents are heterogeneous.

There was also a partial one free variable that has no significant effect on the dependent variable, in one analysis model. This causes the future expected no further researches to improve the weaknesses that exist, particularly on the issue of rare time between researches process until the writing of the results of researches.

Keywords: CSR Programs, Training, Trade Shows, Electronic Commerce, Partnership Program , Company Image.

INTRODUCTION

Recently, with the rising of US dollar currency, making the exchange rate has decreased in most countries. Including those experienced by Indonesia, the rupiah exchange rate has decreased since the US dollar rised. As a result of this incident, there arises complex problems that occurred in Indonesia. Some of the problems faced by Indonesia in the event of a decrease in the