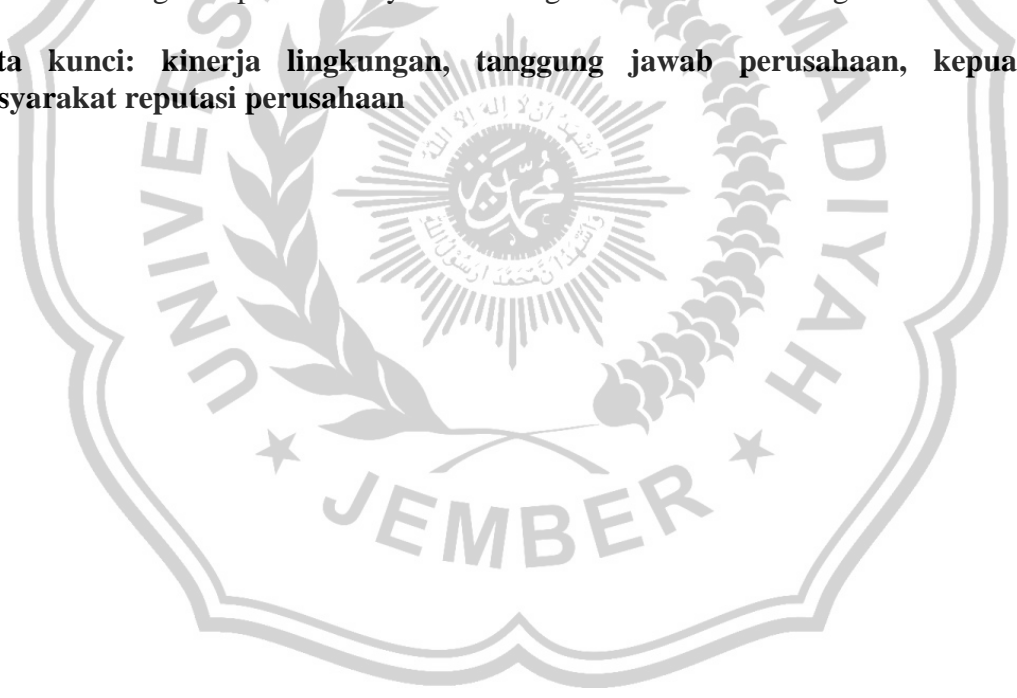


ABSTRAK

Penelitian ini merupakan studi yang dilakukan di PT Kaltim Prima Coal. Penelitian ini bertujuan untuk menguji pengaruh kinerja lingkungan dan tanggung jawab sosial terhadap reputasi perusahaan dengan kepuasan masyarakat sebagai variabel intervening. Objek penelitian ini adalah masyarakat penerima manfaat kegiatan tanggung jawab sosial yang dilakukan oleh PT. Kaltim Prima Coal. Responden adalah masyarakat Sanggata Kalimantan Timur sebanyak 100 orang. Teknik pengambilan sampel dengan simple random sampling yang ditentukan dengan rumus Slovin. Waktu penelitian selama Maret – Mei 2023. Hasil penelitian: kinerja lingkungan berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Tanggung jawab sosial berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Kinerja lingkungan berpengaruh positif dan signifikan terhadap reputasi perusahaan. Tanggung jawab sosial berpengaruh positif dan signifikan terhadap reputasi perusahaan. Kepuasan masyarakat berpengaruh positif dan signifikan terhadap reputasi perusahaan. Kinerja lingkungan berpengaruh positif dan signifikan terhadap reputasi perusahaan dengan kepuasan masyarakat sebagai variabel intervening. Tanggung jawab sosial berpengaruh positif dan signifikan terhadap reputasi perusahaan dengan kepuasan masyarakat sebagai variabel intervening.

Kata kunci: kinerja lingkungan, tanggung jawab perusahaan, kepuasan masyarakat reputasi perusahaan



ABSTRACT

This research is a study conducted at PT Kaltim Prima Coal. This study aims to examine the effect of environmental performance and social responsibility on company reputation with community satisfaction as the intervening variable. The object of this research is the beneficiary community of social responsibility activities carried out by PT. Kaltim Prima Coal. Respondents were the people of Sanggata, East Kalimantan, totaling 100 people. The sampling technique is simple random sampling which is determined by the Slovin formula. The time of the research was March – May 2023. The results of the study: environmental performance has a positive and significant effect on community satisfaction. Social responsibility has a positive and significant effect on community satisfaction. Environmental performance has a positive and significant effect on company reputation. Social responsibility has a positive and significant effect on company reputation. Community satisfaction has a positive and significant effect on the company's reputation. Environmental performance has a positive and significant effect on company reputation with community satisfaction as an intervening variable. Social responsibility has a positive and significant effect on company reputation with community satisfaction as an intervening variable.

Keywords: environmental performance, corporate responsibility, community satisfaction, corporate reputation

