

ABSTRAK

**IMPLEMENTASI PROGRAM
CORPORATE SOCIAL RESPONSIBILITY (CSR)
DALAM MEWUJUDKAN
KEPUASAN KERJA KARYAWAN
(Studi Kasus pada Toko Hamzah Batik Malioboro)**

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2021

Penelitian ini bertujuan untuk mengetahui implementasi *Corporate Social Responsibility* (CSR) internal pada Toko Hamzah Batik Malioboro yang mampu mewujudkan kepuasan kerja karyawan. Penelitian ini menjadi penting sebagai upaya untuk melihat peran pelaku usaha dan bisnis dalam mewujudkan kepuasan kerja karyawan.

Jenis penelitian ini studi kasus. Teknik pengumpulan data menggunakan wawancara, kuesioner dan dokumentasi. Adapun teknik analisis data yang digunakan adalah studi deskriptif dengan pendekatan kualitatif.

Hasil penelitian menunjukkan bahwa implementasi *Corporate Social Responsibility* (CSR) internal yang dilaksanakan oleh Toko Hamzah Batik Malioboro mampu mewujudkan kepuasan kerja karyawan. Hasil penelitian juga menemukan implementasi 8 program *Corporate Social Responsibility* (CSR) telah sesuai dengan tahapan perencanaan, implementasi, serta evaluasi pelaksanaan menurut karyawan telah berjalan dengan baik. Oleh karena itu, dengan implementasi 8 program CSR internal yang baik tersebut berdampak pada kepuasan kerja karyawan yang meliputi sikap atau respon positif pada karyawan dan mendukung faktor kepuasan kerja yaitu psikologi, sosial, fisik, dan finansial.

Kata Kunci: *Corporate Social Responsibility* (CSR), *Corporate Social Responsibility* (CSR) internal, kepuasan kerja karyawan.

ABSTRACT

**THE IMPLEMENTATION OF
CORPORATE SOCIAL RESPONSIBILITY (CSR)
IN REALIZING
EMPLOYEE JOB SATISFACTION**
(Case study in Hamzah Batik Malioboro Store)

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This study aims to determine whether the implementation of internal Corporate Social Responsibility (CSR) at Hamzah Batik Malioboro Store is able to build employee job satisfaction or not. This research is important to see the role of a company in realizing employee job satisfaction.

This is a case study research. The techniques used in data collection are interviews, questionnaires, and documentation. The data analysis technique used is descriptive study with a qualitative approach.

The results showed that the implementation of internal Corporate Social Responsibility (CSR) carried out by the Hamzah Batik Malioboro Store was able to build employee job satisfaction. The results of the study also found that the implementation of 8 Corporate Social Responsibility (CSR) programs was in accordance with the stages of planning, implementation, and implementation evaluation has done well in accordance with the employee's perception. Therefore, the good implementation of the 8 internal CSR programs has an impact on employee job satisfaction that consists of employees' positive attitude or response and also supports job satisfaction factors, such as psychological, social, physical, and financial factors.

Keywords: Corporate Social Responsibility (CSR), internal Corporate Social Responsibility (CSR), job satisfaction