

ABSTRACT

With the deregulation of the banking October 27, 1988 concerning the elimination of barriers to entry in Indonesia, globalization affects sernakin growing number of banks in Indonesia, it creates competition among banks is getting tougher. Law (UU) No. 40 of 2007 regarding Limited Liability Company (PT) which contain provisions that require companies to set aside part of its profits to CSR (Corporate Social Responsibility), especially companies whose business in the field of natural resource management. PT. Bank Negara Indonesia (Persero) Tbk is a company that has been running CSR activities through the Partnership Program and Community Development. Based on the data distribution of funds PKBL in SOE Partnership website (February 7, 2011), PT. Bank Negara Indonesia (Persero) Tbk is also one of the companies included in the five largest distribution companies PKBL funds in the period 2011-2012.

This study will discuss improving loyalty mitrabinaan Partnership through the effective implementation of CSR programs, implementing competency of the Partnership, Trust and satisfaction mitrabinaan. The sampling technique in this research is purposive sampling method. Respondents who used as many as 126 respondents that mitrabinaan population that has got facilities BNI Partnership program Pekalongan.

The data analysis technique used is Structural Equation Model (SEM) software AMOS 21. The results of SEM analysis of the full model has met the criteria Goodness of Fit - Full Model is chi square of 171.961; probability equal to 0.300; CMIN / DF amounted to 1,055; GFI amounted to 0.873; TLI amounted to 0,990; CFI amounted to 0.991; RMSEA of 0.022; Thus it can be said that this model is feasible to be used.

The fourth hypothesis test results to prove that entirely acceptable. Based on the research results can be concluded that there are two factors that significantly affect satisfaction that the effective implementation of CSR programs and competency of implementing CSR. Trust is also a significant effect on loyalty mitrabinaan.

Keywords : Effectiveness Partnership program, Competence implementers Partnership, Trust, Satisfaction, Loyalty Mitrabinaan.