

ABSTRACT

Bank ABC is the largest state-owned bank in Indonesia. Therefore, Bank ABC must maintain its well-established reputation to provide excellent services to customers while also creating added value for the surrounding community. Corporate reputation is a highly valuable asset as it enhances public trust and strengthens the company's competitiveness in the banking industry. To sustain and improve its reputation, service quality must be consistently maintained and enhanced. Additionally, CSR programs can contribute significantly to improving corporate reputation. To ensure that CSR values and high-quality services are well received by the public, an effective communication strategy is needed to optimize the delivery of corporate initiatives.

This study aims to analyze the impact of Bank ABC's CSR and service quality on the bank's reputation. Additionally, it explores whether communication strategies can moderate the influence of CSR on Bank ABC's reputation. A quantitative approach is employed using the Partial Least Squares (PLS) method to analyze the relationships between variables. Data is collected through a survey involving 114 respondents, consisting of banking service users and beneficiaries of Bank ABC's CSR programs. Data processing is conducted using SmartPLS to examine the relationships between exogenous and endogenous variables, as well as the role of communication strategies in strengthening the link between CSR and corporate reputation.

The research findings indicate that CSR and service quality have a positive and significant impact on corporate reputation. Furthermore, communication strategy plays a crucial role in reinforcing the effect of CSR on corporate reputation. Thus, this study provides valuable recommendations for Bank ABC to develop more effective CSR, service quality, and communication strategies to build a stronger and more sustainable reputation.

Keywords: *CSR, Corporate Reputation, Service Quality, Communication Strategy*