ABSTRACT

This study aims to analyze the influence of secondary stakeholder pressure on the implementation of Corporate Social Responsibility (CSR) at PT Bank Rakyat Indonesia (Persero) Tbk. Specifically, the study examines how pressure from secondary stakeholders, such as parliament, government institutions, and non-governmental organizations, affects both responsive and collaborative CSR activities. Additionally, it seeks to compare the impact of secondary stakeholder pressure on these two types of CSR to determine which approach is more aligned with stakeholder expectations and corporate sustainability.

This research employs a quantitative method using Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis. Primary data were collected through surveys distributed to secondary stakeholders involved in BRI's CSR implementation. Additionally, an interview with the Minister of Agrarian Affairs and Spatial Planning of the Republic of Indonesia was conducted to gain deeper insights into the strategic responsibility of companies in ensuring that CSR initiatives create sustainable impacts. Validity and reliability tests were conducted to ensure data accuracy and consistency, and descriptive statistical analysis was used to identify response patterns among stakeholders.

The results indicate that secondary stakeholder pressure has a significant influence on both responsive and collaborative CSR implementation. While the analysis does not explicitly confirm a stronger effect on collaborative CSR, previous research and logical considerations suggest that secondary stakeholders tend to encourage CSR initiatives that involve broader cooperation and long-term sustainability efforts. These findings highlight the importance of secondary stakeholders in shaping CSR strategies, ensuring that corporate social initiatives are not only regulatory compliance measures but also integral components of sustainable business practices.

Keywords: *Stakeholder Pressure, Collaborative CSR, Responsive CSR, Sustainability*