

**EFEKTIVITAS PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) BANK INDONESIA “*BI CORNER*”  
TERHADAP MINAT BACA MAHASISWA  
(Survei pada Pengunjung Perpustakaan Universitas Budi Luhur)**

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**Abstrak**

Latar belakang dalam penelitian ini adalah didasari dari program *corporate social responsibility* (CSR) Bank Indonesia pada program *BI Corner* yang didasari untuk mengundang minat baca masyarakat khususnya generasi muda. Tujuan penelitian ini dilakukan untuk mengukur seberapa besar efektivitas program *corporate social responsibility* (CSR) Bank Indonesia “*BI Corner*” terhadap minat baca mahasiswa. Metode penelitian ini menggunakan metode survei dengan pendekatan kuantitatif dan jenis penelitian eksplanatif. Sampel dalam penelitian adalah pengunjung perpustakaan Universitas Budi Luhur yang berjumlah 287 responden. Teknik penarikan sampel menggunakan *non probability sampling*. Teknik pengumpulan data dengan menggunakan kuesioner atau angket yang disebarakan kepada responden serta observasi. Hasil penelitian ini menunjukkan bahwa didapatkan  $t$  hitung (12,66) >  $t$  tabel (1,960) maka dapat diketahui bahwa  $H_0$  ditolak dan  $H_a$  diterima. Dengan demikian dapat disimpulkan terdapat pengaruh yang signifikan antara efektivitas program *corporate social responsibility* (CSR) Bank Indonesia “*BI Corner*” terhadap minat baca mahasiswa (Survei : pengunjung perpustakaan Universitas Budi Luhur). Sedangkan hasil koefisien regresi sebesar 0,345X, sehingga dapat dikatakan semakin tinggi efektivitas program *corporate social responsibility* (CSR) Bank Indonesia “*BI Corner*” maka semakin tinggi minat baca mahasiswa. Besarnya pengaruh efektivitas program *corporate social responsibility* (CSR) Bank Indonesia “*BI Corner*” terhadap minat baca mahasiswa adalah 36%. Saran peneliti CSR Bank Indonesia perlu melakukan evaluasi dan inovasi agar program *BI Corner* lebih menarik lagi sehingga pengunjung makin meningkat.

**Kata Kunci :** Efektivitas, Program *Corporate Social Responsibility* (CSR), Minat Baca.

**THE EFFECTIVENESS OF PROGRAM CORPORATE SOCIAL  
RESPONSIBILITY (CSR) BANK INDONESIA “BI CORNER” TO  
STUDENTS INTEREST IN READING  
(Survey : visitors of Budi Luhur University Library)**

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**Abstract**

*The background of this research is based on Bank Indonesia corporate social responsibility (CSR) program in BI Corner program which is based on the inviting interest of reading community, especially the young generation. The purpose of this study was conducted to measure how big the effectiveness of program corporate social responsibility (CSR) Bank Indonesia "BI Corner" to students interest in reading. This research method used survey method with quantitative approach and explanative type of research. Samples in the study were Budi Luhur University library visitors, amounting to 287 respondents. Sampling technique using is non probability sampling. Data collection techniques using questionnaires or questionnaires distributed to respondents and observation. The results of this study show that obtained t count (12,66) > t table (1,960) then it can be known Ho rejected and Ha accepted. Thus it can be concluded there is a significant influence between the effectiveness of program corporate social responsibility (CSR) Bank Indonesia “BI Corner” to student interest in reading. (Survey : visitors of Budi Luhur University Library). While the results of regression coefficient of 0,345X, so it can be said the higher the effectiveness of program corporate social responsibility (CSR) “BI Corner” the higher the reading interest of the students. Magnitude of influence effectiveness of program corporate social responsibility (CSR) Bank Indonesia “BI Corner” to students interest in reading is 36%. Suggestions CSR Bank Indonesia researchers need to do an evaluation and innovation so that BI Corner program more interesting again so that visitors more binding.*

*Keywords : effectiveness, program Corporate Social Responsibility (CSR), interest reading*