

**PROGRAM *CORPORATE SOCIAL RESPONSIBILITY*
BEASISWA BANK INDONESIA DAN MOTIVASI BELAJAR
MAHASISWA (SURVEI PADA MAHASISWA PENERIMA
BEASISWA BI DI JAKARTA)**

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Abstrak

Angka Partisipasi Kasar (APK) Perguruan Tinggi terbilang masih rendah, hal ini perlu menjadi perhatian bagi semua pihak, begitu juga Bank Indonesia. Melalui Program *Corporate Social Responsibility* (CSR) Beasiswa, Bank Indonesia berupaya berperan aktif dalam peningkatan pendidikan di Indonesia terutama untuk Perguruan Tinggi. Penelitian ini bertujuan untuk menggambarkan program CSR beasiswa Bank Indonesia dan motivasi belajar serta mengukur besarnya pengaruh program CSR beasiswa Bank Indonesia terhadap motivasi belajar mahasiswa. Metode yang digunakan adalah kuantitatif, survei dilakukan terhadap mahasiswa penerima beasiswa Bank Indonesia di Jakarta yaitu UI, UIN, dan UNJ dengan menggunakan total sampel. Program CSR beasiswa Bank Indonesia diukur berdasarkan dimensi hubungan bersifat timbal balik, keterbukaan, ekspektasi yang realistis dan menjanjikan, persamaan, dan terstruktur. Sedangkan motivasi belajar diukur berdasarkan dimensi dorongan untuk mengungguli, berprestasi, seperangkat standar, dan bergulat untuk sukses. Hasil penelitian menunjukkan terdapat pengaruh sebesar 32,4% antara program CSR beasiswa Bank Indonesia terhadap motivasi belajar mahasiswa.

Kata Kunci : Program *Corporate Social Responsibility*, Bank Indonesia, Motivasi Belajar Mahasiswa.

**THE CORPORATE SOCIAL RESPONSIBILITY (CSR)
SCHOLARSHIP BANK OF INDONESIA PROGRAM AND
STUDENTS' LEARNING MOTIVATION (SURVEY TO THE
STUDENTS RECEIVING SCHOLARSHIP BANK OF
INDONESIA IN JAKARTA)**

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Abstract

The Gross Participation Number of university is still regarded low which is it should be a concern for all the parties, in particular for Bank of Indonesia (BI). Through the Corporate Social Responsibility (CSR) scholarship program, Bank of Indonesia has an active role in increasing education, especially for university in Indonesia. The purpose of this research are to describe the CSR Scholarship Program, Motivation to learn, and to measure the level of influence of that program to motivation's students. The method of this research is quantitative, the survey conducted to students who are receiving this scholarship program, they are UI, UIN, and UNJ with using sample total. This program is measured dimensional by reversible relationship, openness, realistic expectation and promising equation, and structured. Futhermore, learning motivation is measured dimensional by the urge to surpass, achievement, a set of standard, and struggle for success. The result of this research shows there is influence about 32,4% between CSR scholarship program to the students' learning motivation.

Key Words : *Corporate Social Responsibility (CSR) program, Bank of Indonesia, Students' learning motivation.*