

ABSTRACT

The research object was done to examine the influence which appeared from the CSR (Cooperate Social Responsibility) forms of activity that had done by the company and to examine the variable of commitment and performance which were influenced by the activities of CSR variable. The purpose of this research was to determine the model which gave the accurate illustration of the causality relations among the CSR, employee commitment and employee performance.

The population of this research was all of the staff of Jomblang Resort, 32 respondents, who got involved in the CSR activities form. The data analysis used Smart PLS (Partial Least Square) program to examine the 2 (two) proposed hypothesis. This means that CSR gave positive influence toward the employee commitment and performance.

The result of this research also showed that CSR was not the only factor which influenced the performance. This condition will make the company explore other factors beside CSR in order to make the employee performance more optimal.

Keywords: Cooperate Social Responsibility, Employee Commitment, Employee Performance.