

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan membuktikan secara empiris Pengaruh Tanggung Jawab Sosial (*CSR*), Komitmen Organisasi, Gaya Kepemimpinan Transformasional dan *Internal Control System* Terhadap Reputasi Organisasi pada Perusahaan *Palm Oil* di Provinsi Jambi. Penelitian ini menggunakan metode purposive sampling dengan responden dalam penelitian ini berjumlah 38 orang. Pengumpulan data dilakukan menggunakan kuesioner. Metode analisis data menggunakan uji validitas dan reliabilitas, uji asumsi klasik dan pengujian hipotesis menggunakan regresi linear berganda dengan bantuan program software SPSS versi 30. Hipotesis yang diajukan adalah Tanggung Jawab Sosial, Komitmen Organisasi, Gaya Kepemimpinan Transformasional dan *Internal Control System* berpengaruh terhadap Reputasi Organisasi pada Perusahaan *Palm Oil* di Provinsi Jambi. Hasil penelitian menunjukkan bahwa secara parsial Tanggung Jawab Sosial (*CSR*), Komitmen Organisasi dan Gaya Kepemimpinan Transformasional berpengaruh terhadap Reputasi Organisasi, sedangkan *Internal Control System* tidak berpengaruh terhadap Reputasi Organisasi. Sedangkan secara simultan Tanggung Jawab Sosial, Komitmen Organisasi, Gaya Kepemimpinan Transformasional dan *Internal Control System* berpengaruh terhadap Reputasi Organisasi pada Perusahaan *Palm Oil* di Provinsi Jambi.

Kata kunci: tanggung jawab sosial, komitmen organisasi, gaya kepemimpinan transformasional, *Internal Control System*, reputasi organisasi

ABSTRACT

This research aims to analyze and prove empirically the influence of Corporate Social Responsibility, Organizational Commitment, Transformational Leadership Style and Internal Control System on Organizational Reputation at Palm Oil Companies in Jambi Province. This research used a purposive sampling method with 38 respondents in this research. Data collection was carried out using a questionnaire. The data analysis method uses validity and reliability tests, classic assumption tests and hypothesis testing using multiple linear regression with the help of the SPSS version 30 software program. The hypothesis proposed is that Corporate Social Responsibility (CSR), Organizational Commitment, Transformational Leadership Style and Internal Control System influence Organizational Reputation in Palm Oil Companies in Jambi Province. The research results show that partially Corporate Social Responsibility (CSR), Organizational Commitment and Transformational Leadership Style have an effect on Organizational Reputation, while Internal Control System have no effect on Organizational Reputation. Simultaneously Corporate Social Responsibility, Organizational Commitment, Transformational Leadership Style and Internal Control System influence Organizational Reputation at Palm Oil Companies in Jambi Province.

Keywords: *Corporate Social Responsibility, Organizational Commitment, Transformational Leadership Style, Internal Control System, Organizational Reputation*