

**PENGARUH PENERAPAN TANGGUNG JAWAB SOSIAL TERHADAP PENCAPAIAN  
PRODUKTIVITAS PERUSAHAAN  
(SURVEY PADA PERUSAHAAN ROTAN DI KABUPATEN SUKOHARJO)**

**THE INFLUENCE OF SOCIAL RESPONSIBILITY IMPLEMENTATION  
TOWARD THE COMPANY'S PRODUCTIVITY ACHIEVEMENT  
(A SURVEY AT RATTAN COMPANY IN SUKOHARJO REGENCY)**

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***ABSTRACT***

Social responsibility is a task of the company that is not only providing goods and services for society, but also keeping the quality of physical and social environment. A company can be stated as the company that has implemented its social responsibility if socially its management has a vision of operational performance which is not only realizing the company's profit but also increasing the social welfare.

The purpose of this research is to know whether there is an influence of implementing social responsibility toward company's productivity achievement or not. The population of this research is 40 managers at rattan companies in Sukoharjo regency. The sample of this research is 30 junior managers / division heads. To analyze the collected data, this research applies simple linear regression analysis and T-test.

The result of the research shows that there is a significant influence of implementing social responsibility variable has a positive influence toward company's productivity achievement as equal as the regression coefficient. Thus, the research hypothesis that states there is a significant influence of implementing social responsibility toward company's productivity achievement can be proven.

***Keyword : Social Responsibility and Company's Productivity Achievement***