



ANALYSIS ON KOPEKS'S CSR PROGRAM AND FACTORS AFFECTING
PREFERENCES FOR MONEY LENDER

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ABSTRACT

This research paper is to study the effective and efficiency of KOPEKS's CSR program regarding the money lender case among members and why did their members prefer money lender. The data is collected by using the combination of qualitative and quantitative methods. This research paper aimed on study the implication of the CSR program that KOPEKS have towards it members and KOPEKS itself. Beside, the researcher wanted to know what is the reason their members go for money lender is. It is important, so that KOPEKS know what their member's problem is before they can help through the CSR program. As for the finding, the CSR program is proven than it is effective and efficient to be establish. It gives positive impact to the KOPEKS and its member.