

EFFECT OF CORPORATE SOCIAL RESPONSIBILITY PROGRAM ON CORPORATE IMAGE IN JORDAN LOMBOK

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Abstract- The purpose of this study were (1) To determine the effect of Aspect Education Program on Corporate Image in Lombok Jordan Company. (2) To determine the effect on the Health Aspects Program on Corporate in Lombok Jordan Company. (3) To determine the effect of Environmental Aspects Program on Corporate Image in Lombok Jordan Company. Research type used is associative causal. Sampling technique in this research is purposive sampling technique of determining the sample with a certain consideration. In this case the 120 respondents who received the benefits of CSR Companies Jordan Lombok. Proving the hypothesis using a statistical test by way of Individual Test with SPSS. Version 21 for Windows. The conclusion that can be drawn is (1) There is a significant effect of education on Corporate Image Jordan Lombok, (2) There is no significant influence on the health of the Corporate Image Jordan Lombok, (3) There is a significant influence of the environment on the Company Image Jordan Lombok.

Index terms- Education, Health, Environment, Brand Image.

I. INTRODUCTION

Corporate Social Responsibility concept first proposed by the Howard R. Bowen in 1953 where businesses have an obligation and social responsibility to lean towards alignment with the goals and values of a society. Over time in 1960, this concept has developed no doubt have a lot to change the orientation of CSR. When initially more CSR activities based on the activities that are philanthropy. So now we see that CSR has been used as a strategy to enhance the company's image. (Abeng in Kartini, 2012).

Implementation of CSR in the company becoming increasingly important with the emergence of the concept of sustainable development formulated by the World Commission on environment and development as "Development that meets the needs of the present without compromising the ability of future generations to meet Reviews their own needs." In line with diperkenalkanya concept sustainability development,

hence the concept of CSR was adjusted and developed in the frame of sustainability development. (Abeng in Kartini, 2012). As a result of continued acceptance of the concept of CSR within the framework of sustainable development, all of the impact caused by the company against the economic, social, and environment must be reported by the company in the annual sustainability report.

Since it is a paradigm shift success of a company (multinational) seen from the financial annual report (profit orientate) has shifted, where the success of the benefit is no longer placed as the only measure of success in developing the company's existence, but one of the main variables are seen from the application of CSR as efforts to realize the corporate image (corporate image). (Azheri 2011: 122).

This paradigm shift is strengthened when dilangsungkanya meeting of the company (corporate) world level with ISO / COPOLCO June 10, 2002 in Trinidad where one of the main his discussion on "Corporate Social Responsibility - Concept ang Solution" at the meeting there has been no agreement on the implementation of the certification of eco-labeling, the businesses that depend on the ISO (Intrenational Standardization Organization) has agreed to conduct activities related obligations for the welfare of the local communities around its business area. However, the company collected in ISO / COPOLCO itself only give guidance (guidance) as outlined in ISO 2006 relating to CSR reporting guidelines (Budimanta; (2004) in Azheri (2011).

Implementation of CSR in Indonesia has been set in legislation, namely Law No. 40 Year 2007 on Limited Liability article 74 which states that companies running usahsnya in the field and / or related to the natural resources required to implement social and environmental responsibility. (Republic of Indonesia, 2007). Requiring CSR is one of the government's efforts to balance economic growth and economic equality. In the application of CSR (Carroll: 2007 in Rahmatullah: 2011) describes CSR as a Pyramid, which is composed of economic responsibility as its foundation, then a legal responsibility, the responsibility of the Ethics and responsibility Philanthropists at the peak of the pyramid.

In line with the concept that continues to grow more and more companies are realizing the importance of corporate social responsibility (CSR) 'corporate social responsibility' and put it into their business strategic issues. And assess the implementation of CSR not only meet the obligations as defined in the Act but also can be used (in the long term) as a means to win the competition in the industry through the formation of a perception in the minds of the public as the company with the image of 'image' is good, care about environment and society (Setiawati, 2015).

Although there is a very positive development in the adoption of implementation of CSR programs by various companies, but until now there is still controversy regarding the implementation of CSR programs by various companies, there is support the implementation of CSR programs, there is a view CSR is synonymous with empowerment of the social environment, or only engaged in environmental activities, regardless of their social situation and only patch alone. These negative symptoms refer to a number of facts the falsity and lie behind the realization that made the corporation, which is difficult indisputably correct. Not surprisingly appear cynical expression that CSR is considered only for big companies, CSR is separated from the core business of the company, CSR as a cosmetic for the image of the company, and green camouflage (greenwash). (Solihin,

Related to CSR in the field of mining, Director General of Mineral and Coal Ministry of Energy and Mineral Resources Thamrin Sihite at the Opening of Indonesian Mining Association (IMA) CSR Expo 2012 in Jakarta, CSR mining companies differently with CSR in other fields such as banking, telecommunications, and other fields for CSR The mine field was very closely associated with the Environmental Impact Assessment (EIA). Besides CSR mine is also expected to improve the quality of life and economy of the community in the circumference of the extractive industry as "compensation" for externalism or negative impacts can not be avoided by the industry on the environment, economy, and social surroundings.

Still, the mining companies rated negatively will all form of social responsibility undertaken Because there is imbalance of public understanding on the mining industry. Kontradiksi This raises the question whether corporate social programs that have been implemented are adequate and well-managed and effective and targeted to provide reciprocal benefits for the company. (Kartini; 2011).

According to Kotler and Keller (2015), CSR is applied appropriately, both in the economic, social or environmental, will be able to provide many benefits to the company, one of which is able to improve Corporate Image.

The Company as a business entity, within each activity will have a different assessment in the minds of consumers or the public in general. The implications of each side of the business activity is presenting a certain image, where the image can be regarded as a set of beliefs, ideas, and the impression of a person to a particular object. The attitude and actions of a person against an object to be determined by the image of the object that displays the best condition. (Philip Kotler, 2014: 80). Agrees with the Majid Susanto (2016: 38), that the image of the company formed from the association between the company and a set of positive and negative attributes. The purpose of this study is:

- 1) To determine the effect of Aspect Education Program on Corporate Image in Lombok Jordan Company

- 2) To determine the effect on the Health Aspects Program on Corporate Image in Lombok Jordan Company.
- 3) To determine the effect of Environmental Aspects Program on Corporate Image in Lombok Jordan Company.

II. LITERATURE REVIEW

A. Corporate Social Responsibility

The world business Council For a sustainable Development (WBCSD) in Azhery (2011) CSR as "The Continuing Commitment by business to behave ethically and Contribute to economic development while improving the quality of live of the workforce and their families as well as of the local community and society at large to improve Reviews their quality of life ", while the Institute World Bank in Azhery (2011) defines CSR as" The Comimttment of business to Contribute to sustainable economic development working with employes and their representatives, the local community and society at large to improve quality of life, in ways that are both good for business and good for development "in Azhery Institutions of the European Union (2011) defines CSR as:

Is a concept whereby companies integrate social and environmental concerns in their business and in their opeations Reviews their interaction with stakeholders on a voluntary basic

Another definition According to Kotler and Keller (2015), CSR is applied appropriately, both in the economic, social or environmental, will be able to provide many benefits to the company, one of which is able to improve Corporate Image.

Saidi and Abidin (2014) in Seravina (2018) said that in general there are four models or patterns of CSR applied by the company in Indonesia, namely:

- 1) Direct involvement. Companies running a CSR program directly with their own organizing social events or submit their contributions to the public without intermediaries. To carry out this task, a company usually assigned one of its senior officials, such as the corporate secretary or public affairs manager or become part of a public relations official duties
- 2) Through Foundations and Corporate Social Organization. Company set up his own foundation under the company or its group. This model is the adoption of a common model applied in companies in developed countries. Usually companies provide the initial funding, routine or endowment fund that can be used regularly for activities of the foundation.
- 3) Partnering with Others. The Company maintains its CSR through cooperation with social organizations / NGOs, government agencies, universities or the media, both in managing funds and in implementing CSR.
- 4) Joining a support or consortium. Company co-founder, become a member or support a social institution that was established with specific social goals. Compared with other models, this pattern is more oriented to grant companies that are "development grants". The consortium or similar institution that is trusted by companies who support pro-actively seek cooperation partners of the institution's operations and then develop a mutually agreed program

Elkington in Hand (2014; 2) presents three basic pillars of CSR called 3P or triple bottom line, by Triple bootom Line, Corporate Social Responsibility popularized by John Elkington in 1998 in his book "Canibal With Forks, Yhe Triple Bottom

Line Of Twentieth Century business ". Elkington described the Triple Bottom Line in economic terms Prosperity, Environmental quality, and social Justice. In addition to the pursuit of corporate profits is also concerned and involved in meeting the needs of society (people) and actively contribute in keeping the environment kelestarian (Planet). The concept of Triple bottom Line used as the basis and application of corporate social responsibility on a company.

1) Profit (Equity / Investment)

According Wibisono (2017: 33) profit itself essentially an extra income that can be used to ensure the survival of the company. While the activity pursued to boost profits by greatly increasing productivity and cost efficiency, so the company has a competitive advantage that can provide added value as much as possible.

2) People (Human / HR)

Wibisono (2017: 34) describes that companies need to commit to working to provide maximum benefit to the community (people). In addition it should be realized that the company's operations potentially impact on the surrounding community. Hence also the company needs to do a variety of activities that society needs. Bottom line, if you want to exist and acceptability, the company must include also the responsibility of a social nature. ,

3) Planet (Environment)

According Wibisono (2017: 36) defines the environment (planet) is something that is related to all areas of our lives. All the activities that we do start we wake up in the morning until we fell asleep at night dealing with the environment. The company's relationship with the environment is a causal relationship, whereby if a company caring for the environment, then the environment will be beneficial for the company. In other words, what is the company doing to the environment it is ultimately returned to the company in accordance with what is done (Wibisono 2017: 36).

B. Corporate Image

Perception is a process by individuals to select, organize and interpret stimuli into a meaningful picture and make sense of the world. This process can be described as how we see the world in our sekeliling. Two individuals may receive the same stimuli in real conditions the same, but how everyone knows, select, organize and interpret an individual process based on the needs, values, and expectations of each person's own. (Schiffman & Kannuk, 2018; 215)

Of these perceptions create "the impression is obtained based on knowledge and experience of someone on the facts perceived by stakeholders about the programs run by the company. The image of a company can make it easier for companies to communicate effectively and achieve goals. A positive image can be used as a shield against small mistake while negative image can magnify the error. Soemirat and Ardianto (2008: 114). Citra describe the experience and expectations of service quality and image of the company has an important influence on the management or internal impact, where the image of the company that are less obvious and can markedly affect the attitude of the employees (Sutojo, 2014: 60)

According to (Kotler and Keller, 2009: 360) defines image as beliefs, ideas, and impressions held by someone on an object. Based on these explanations, it can be seen that the images emphasize the inherent impression on the minds of the public against a person or object. According to Majid Susanto

(2017: 38), corporate image is formed on the association between companies with a set of positive and negative attributes. For example, companies diasosikan with attributes: good-quality, good service, but the lack of social responsibility. So true corporate image or the image of the company is in the minds of its stakeholders. In terms of individuals, prominent attributes that determine whether a company has a good or bad reputation.

C. Conceptual Framework

Based on the description of the background, the purpose of the research and the theoretical basis, the conceptual framework of this research are as follows:

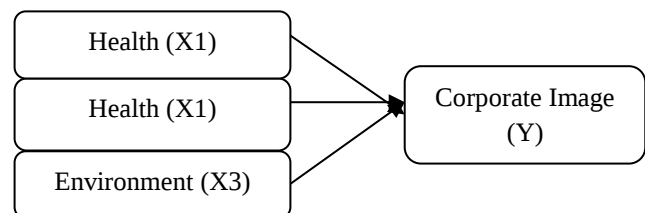


Figure 1. Conceptual Framework Research

III. RESEARCH METHODS

Research type used is associative causal. Sampling technique in this research is purposive sampling technique of determining the sample with a certain consideration. In this case the 120 respondents who received the benefits of CSR Companies Jordan Lombok.

Data collection tools by using a questionnaire to obtain the respondent's answer to a written sheet form / printed. Proving the hypothesis using a statistical test by way of Individual Test with SPSS. Version 21 for Windows. This test using t-test to determine whether the significance of the variables in each regression. (Atmaja: 2019; 181) Based on the calculation detrimasi coefficient (r^2) partial, it can be determined that the most dominant independent variables affect the dependent variable, ie when the value of (r^2) partially increases. This means that the dominant influence of the independent variables on the dependent variable. And vice versa if the value (r^2) Partial getting smaller, which means less dominant influence of the independent variables on the variable tereikat (Kuncoro: 2017).

IV. RESULT AND DISCUSSION

To see how the partial effect between Education and Health to Citra CompanyJordan Lombok t test was used. From the information table 1, it can be seen that the t value for each independent variable influence on the dependent variable. To find the answer to the hypothesis that there is the need to be compared between t arithmetic with t table. By using a 95% confidence level where $\alpha = 5\%$, df (degree Freedom) $n-1 = 120-1 = 119$, in order to obtain the results for t table of 1.980.

So for Education Thitung greater value Ttabel with significantly below 5% (0.05), Health Thitung greater than Ttabel significance at below 5% (0.05), Environmental Thitung Ttabel with a significance greater than 5% (0.05), therefore, it can be concluded that the Education, Health, and Environment significant effect on the image of the Company.

Table 1. Results of t-test of independent variables on the dependent variable

Nu.	variables	T _{Calculate}	Sig.
1.	Education	2,111	0,037
2.	Health	2,303	0,008
3.	Environment	3.532	0,001

Dependent Variable: Corporate Image

Based on the results of hypothesis testing using t test analysis found that the Education, Health, and Environment significant effect on the Company Image Jordan Lombok. In a study Budiarsi in Saputri, (2014), as well as Surbakti (2016) there are several reasons why CSR is very important in the formation of the company's image. The reason that is, the transparency factor that puts the company seemed to always be in the microscope so that it can be seen by anyone who causes anyone can determine the activities of social responsibility quickly. The next factor is the knowledge of the consumer in choosing a product or company that is not only the underlying business from the financial sector, but also the social and environmental factors. The third factor is the sustainability of the universe. And the last is this era of globalization where people want a balance between the company's desire to desire a wider public.

This finding is reinforced by the results of the Hand (2012) Corporate Social Responsibility proven to positively affect the brand image of a product and Corporate Reputation. And finally, Brand Image positively affect corporate reputation. Ulum (2014) Corporate Social Responsibility a significant effect on the company's image. Majid (2012), CSR (Corporate Social Responsibility), which consists of profit, people, planet simultaneously have a significant influence and relationships to the company's image. Chanafi (2015), Implementation of Corporate Social Responsibility variables affect the Company Image Wijaya et al (2015), variable economic aspects, lingkungan significant berengaruh the CSR programs. Nirmalasari et al (2014), the variable of Economic, Social, Environmental is a variable of CSR.

V. CONCLUSION

The conclusion that can be drawn is:

- (1) There is a significant influence of education on Corporate Image Jordan Lombok,
- (2) There was no significant effect on the health of the Corporate Image Jordan Lombok,
- (3) There is a significant influence of the environment on the Company Image Jordan Lombok,

As for some suggestions that can be recommended based on the results of the study are as follows:

- (1) Companies Jordan Lombok should be more attention to health factors to improve health assistance masi masayarat form of aid went to the hospital at the reasonable cost so that companies will be able to enhance the corporate image in the eyes of society.
- (2) Companies Jordan Lombok also must consider the socio-cultural aspect to engage in social activities so that the image of the company culture becomes more increased.
- (3) For researchers who are interested in the same title, the subject of research also needs to be expanded with a larger number of respondents so that the accuracy of the model with a variation of the effect could be even higher in influencing the individual Corporate Image.

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