ANALYSIS OF THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS ON CORPORATE IMAGE IN THE DIGITAL ERA

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Abstract

In the digital era, corporate image is impacted not only by the social and environmental effects of CSR programs but also by the public communication of these programs. As a result, corporate social responsibility, or CSR, has become a crucial component of company strategy around the globe. Information and communication technology advancements give businesses excellent chances to connect with a larger audience via a variety of digital channels. This emphasizes how crucial it is to assess how well CSR initiatives contribute to a company's favorable public image in the digital age. This study aims to determine the impact of CSR programs on corporate image, focusing on PT Amerta Indah Otsuka's CSR initiatives in Sukabumi. This study aims to analyze how PT Amerta Indah Otsuka's CSR programs affect corporate image, especially in terms of communication and public response in the digital era. The findings are expected to provide guidance for other companies in designing effective CSR strategies in an increasingly connected digital world. The literature review highlights that effective CSR management not only enhances corporate image but also contributes to competitive and financial advantages. Studies emphasize that CSR increases customer loyalty, strengthens brand identity, and improves financial performance. In addition, CSR initiatives also improve employee satisfaction and regulatory relations, support risk management, and sustainability efforts. The methodology used was an associative causal quantitative approach, by collecting data through a Google Form-based questionnaire distributed to 100 respondents aged 18-65 years in Sukabumi. Statistical analysis, specifically regression analysis using SPSS, confirmed a significant positive relationship between CSR and the dependent variable, indicating a substantial influence of CSR on corporate image.

Keywords : *Corporate Social Responsibility (CSR), Corporate Image, Digital Era, Regression Analysis*

1. INTRODUCTION

Corporate Social Responsibility (CSR) has grown to be a crucial part of international corporate business strategies, especially in the digital age when public communication of CSR initiatives also affects a company's image in addition to the social and environmental effects of the programs. Information and communication technology advancements have made it possible for firms to engage a wider audience through a variety of digital channels. This highlights the significance of assessing how well CSR initiatives contribute to a favorable corporate image in the digital age.

Fatma and Rahman (2020) discovered that CSR communication via social media plays a crucial role in increasing customer trust and loyalty. Meanwhile, Lange and Washburn (2018) found that openness and authenticity in CSR implementation and communication are critical for reducing public mistrust. Susanto and Tarigan (2019) discovered in Indonesia that proactive and engaging CSR initiatives delivered via digital platforms may improve a company's image and develop ties with the community.

The case study on Amerta Indah Otsuka's CSR program is relevant in this context because the company has been active in various social initiatives aimed at improving community welfare and preserving the environment. This research aims to analyze how Amerta Indah Otsuka's CSR program affects the company's image, especially in the context of communication and acceptance by the public in the digital era. The findings of this study are expected to provide guidance for other companies in designing effective CSR strategies in the midst of an increasingly connected digital era.

Various journals support these findings by showing that CSR can increase consumer loyalty if managed well (Bhattacharya & Sen, 2004) and that effective communication about CSR activities can strengthen brand identity and increase consumer purchase intentions (Du, Bhattacharya, & Sen, 2010). In addition, investment in CSR can also contribute to a company's financial performance (McWilliams & Siegel, 2001), while a focus on customer satisfaction can improve a company's reputation (Maignan & Ferrell, 2004).

2. RESEARCH METHODS

This research uses a causal associative method with a quantitative approach. According to Sugiyono (2018), this method is used to see the cause nad effect relationship among two or more factors. The research was conducted on communities in Sukabumi with 100 respondents aged 18-65 years who were aware of PT Amerta Indah Otsuka's CSR Program. Data was collected through a questionnaire distributed via Google Form and processed using SPSS software.

The selection of 100 samples was based on practical considerations and statistical theory. The Krejcie and Morgan (1970) table was used as a guideline to determine a valid and reliable sample size. Although the ideal sample size was around 384 people, limited resources and time made the researcher choose 100 people as a practical but still valid size.

The age range of 18-65 years was chosen to cover a variety of adult populations who are able to understand and respond well to the questionnaire. 18 years old is considered mature and objective in providing answers, while 65 years old was chosen because individuals in this range are still active in social and economic life. This age range ensures that the data collected covers a wide range of perspectives, making the research results more comprehensive and applicable.

3. RESULTS AND DISCUSSION

3.1. Research Result

a. Simple linear regression analysis test

Table 1. Results of simple linear regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	16.987	4.007		4.239	.000
	CSR	.897	.087	.772	10.336	.000

Source: data processed, 2024

Based on the table of simple linear regression analysis results above, it can be concluded as follows:

1) Intercept (Constant):
   a) The B value (coefficient) for the constant (intercept) is 16,987.
   b) Std. Error for the intercept is 4.007.
   c) The t-statistic value for the intercept is 4.239, with a significance (Sig.) of .000 (<0.05), which indicates that the intercept is statistically significant.
2) Regression Coefficient for CSR:
   a) The B value (coefficient) for CSR is 0.897.
   b) Std. Error for CSR coefficient is 0.087.
   c) The beta (standardized regression coefficient) for CSR is 0.722.
   d) The t-statistic value for CSR is 10.336, with a significance level (Sig.) of.000 (<0.05), indicating that CSR is a statistically significant predictor of the dependent variable.

Interpretation

1) Intercept: When CSR equals zero, the prediction for the dependent variable is approximately 16,987.
2) CSR (Corporate Social Responsibility): Each one-unit increase in CSR (in the units used in the measurement of CSR) is associated with an increase of 0.897 units in the dependent variable, when ignoring other independent variables.
3) Beta (Standardized Coefficient): Indicates that CSR has a positive influence of 0.722 standard deviations on the dependent variable.

Conclusion

This regression analysis shows that CSR has a significant positive influence on the dependent variable predicted in this model. The regression coefficient for CSR is positive (0.897), and its statistical significance (Sig. .000) indicates that this relationship is highly unlikely to occur by chance. Therefore, these results support the hypothesis that CSR affects the dependent variable in the context of this analysis.

b. Model Summary Test

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722	.522	.517	8.735

Source: data processed, 2024

From the Model Summary table above, it can be concluded as follows:

1) R: correlation coefficient indicating how well the predictor, or independent variable, and the dependent variable match. The R value of 0.722 shows that there is a positive correlation between the predictor and the dependent variable. The closer the R value is to one, the more significant the association is between the predictor and the dependent variable.

2) R Square (R^2): The coefficient of determination is the correlation coefficient squared (R). The R2 value of 0.522 indicates that the independent variables in the model can account for 52.2% of the variability in the dependent variable. This shows that your model properly explains the variation in the dependent variable.
3) Adjusted R Square: Adjusted R^2 value is 0.517. Adjusted R^2 considers the number and significance of independent variables in the model. This value is often significantly lower than R^2 since it accounts for model complexity and the number of independent variables employed.
4) Std. Error of the Estimate: This is an estimate of the standard deviation of the residuals (errors) in the regression model. The value listed is 8.735. The lower this value, the better the model is at predicting the value of the dependent variable. It also gives an indication of how far the predicted values can range from the true values.

Interpretation

1) R^2 (Coefficient of Determination): With an R^2 value of 0.522, it can be concluded that your model can explain about 52.2% of the variation in the dependent variable using the independent variables in the model.
2) Adjusted R^2: A value similar to R^2 indicates that adjusting for the number and importance of independent variables in the model does not significantly change the interpretation of R^2.
3) Std. Error of the Estimate: The value of 8.735 indicates how well the model can predict the values of the dependent variable. The lower this value, the more accurate the model is in predicting the dependent variable.

Conclusion

Your regression model has a fairly good R-squared (52.2%), which indicates that the independent variables in the model are able to explain significant variation in the dependent variable. A similar Adjusted R-squared indicates that the complexity of the model doesn't add much noise or irrelevant variability. A low Std. The low Error of the Estimate (8.735) also indicates that the model predictions are relatively accurate in the context studied.

However, for a more comprehensive evaluation, it is also necessary to consider the statistical significance of the individual regression coefficients, the F-statistic of the model, and the basic assumptions of regression analysis (such as normality, homoscedasticity, and absence of multicollinearity).

c. Simultaneous Significance Test

Table 3. Simultaneous Significance Test Results

Model		Sum of Square	df	Mean Square	F	Sig
1	Regression	8151.936	1	8151.936	106.828	.000
	Residual	7478.254	98	76.309		
	Total	15630.190	99			

Source: data processed, 2024

From the ANOVA (Analysis of Variance) table above, it can be concluded as follows:

1) Regression
   a) Sum of Squares: 8151.936
   b) df (Free Degrees): 1
   c) Mean Square: 8151.936

   d) F: 106.828
   e) Sig. (Significance): .000
2) Residual
   a) Sum of Squares: 7478.254
   b) df (Free Degrees): 98
   c) Mean Square: 76.309
3) Total
   a) Sum of Squares: 15630.190
   b) df (Free Degree): 99

Interpretation

1) Regression
   a) Sum of Squares: The amount of variance explained by the regression model (from independent variable to dependent variable).
   b) df (Free Degree): The number of independent variables in the regression model is 1.
   c) Mean Square: The ratio of the Sum of Squares to the degrees of freedom. For regression, this is 8151.936.
   d) F-statistic: The F statistic is used to test the overall significance of the regression model. A high F-value (106.828) indicates that the overall regression model is significant.
   e) Significance (Sig.): The p-value (.000) is far lower than the conventional significance level (0.05). This indicates that there is strong evidence that at least one independent variable in the model has a significant effect on the dependent variable.
2) Residual
   a) Sum of Squares: This is the variation that cannot be explained by the model (residual error).
   b) df (Degrees of Freedom): The residuals have 98 degrees of freedom, calculated as the number of observations minus the number of independent variables in the model.
   c) Mean Square: The ratio of the Sum of Squares to the degrees of freedom. For the residuals, this is 76,309.
3) Total
   a) Sum of Squares: This is the total variation in the dependent variable.
   b) df (Degrees of Freedom): Total degrees of freedom for the entire model.

Conclusion

The quantity of variance explained by Based on this ANOVA Table, we can infer that the regression model as a whole has a high statistical significance (F = 106.828, Sig. =.000), implying that the model significantly explains the variance in the dependant variable. This indicates that at least one of the model's independent variables has a significant influence on the dependent variable. As a result, these findings support the use of regression models to explain the relationship between the independent and dependent variables in the studied dataset.

3.2.Discussion

The outcomes of this study provide a detailed understanding of how corporate social responsibility (CSR) effects business image. First, the intercept value of this study suggests that in the absence of CSR activities, the initial prognosis of corporate image remains favorable, but at a lower level than when CSR is actively implemented (intercept around 16.987). This is consistent with the study, which emphasizes that corporate social responsibility (CSR) is a strategy for generating favorable public perceptions of the firm (Carroll, 1991).

The regression coefficient for CSR is 0.897 with high statistical significance ($p < 0.05$), indicating that each one-unit increase in CSR is associated with an increase of approximately 0.897 units in corporate image. This is consistent with the finding that effective CSR implementation can increase positive perceptions of the company (Wang et al., 2016). The beta value for CSR of 0.722 confirms that CSR has a significant positive influence on corporate image, reflecting the importance of CSR as a strong factor in influencing the dependent variable (Lee and Chen, 2018).

In this context, previous research also shows that CSR not only enhances a company's image but also provides significant competitive advantages, such as increasing customer loyalty and strengthening relationships with investors (Kim and Kim, 2019; Anderson and Bieniaszewska, 2016). Thus, integrating effective CSR practices can help companies achieve sustainable sustainability as well as build a strong reputation in an increasingly complex global market (Smith, 2019; Zhao and Murrell, 2020).

Overall, the findings support the idea that CSR is not only a corporate social responsibility, but also an important strategy to enhance a company's image and strengthen its competitive position in today's dynamic industry.

4. KESIMPULAN

The influence of CSR on Company Image: This study shows that the CSR program run by PT Amerta Indah Otsuka has a significant positive influence on corporate image. The regression analysis results show that an increase in CSR implementation is associated with a significant increase in public perception of the company's image.

Contribution of CSR Programs: The CSR programs implemented, such as the "Healthy Lifestyle" campaign, Pocari Sweat Futsal Championship, Mizuiku-Aku Cinta Air Bersih, and others, not only provide direct social benefits to the community but also strengthen PT Amerta Indah Otsuka's image as a socially and environmentally responsible company.

The Importance of CSR Communication in the Digital Age: The digital age offers an effective platform to expand the reach and increase the transparency of CSR programs. PT Amerta Indah Otsuka uses social media and digital platforms to communicate their CSR initiatives, which has proven to support the improvement of the company's image.

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