

Analysis of The Effect of Community's Role in CSR Activities on The Image of The Company of Minarak Brantas Gas, Inc.



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Abstract

A study of the impact of Community Perception and Community Participation on the Implementation of Corporate Social Responsibility (CSR) Activities has been published. The independent variables in this study are Community Perception of CSR Activities (X1), Community Participation in CSR activities (X2) and Community Image (Y). This research is located in Kalidawir Village and KedungBanteng Village, Tanggulangin Subdistrict, Sidoarjo Regency. The sampling technique in this study uses probability sampling techniques with simple random sampling methods. This study uses descriptive analysis and path analysis to determine the results of hypothesis analysis.

This study shows that there is a significant direct effect of people's perceptions on CSR activities (X1) on the implementation of CSR activities (Z) with the significance of variable X1 of 0.004 (<0.05). There is a significant direct effect of people's perceptions on CSR activities (X1) on the company's image (Y) with the significance of variable X1 of 0,000 (<0.05). There is a significant direct effect of community participation in CSR activities (X2) on the company's image (Y) with the significance of t variable X2 of 0,000 or less. There is a significant indirect effect of public perception on corporate image (X1) through the implementation of CSR activities (Z) with the significance of variables X1 on Y through Z of 0.013 <0.05. The results of testing the indirect effect shows that there is also a significant direct effect of this variable on the company's image.

Keywords: *community perception, community participation, implementation of corporate social responsibility (CSR) activities, company image*



1. Introduction

Corporate Social Responsibility (CSR) or corporate social responsibility has a very important role both for the community and for the company itself. CSR aims to improve the quality of life of employees and their families as well as improving local communities and society as a whole. A good social environment will support the success of the company's operations for a long time, so that business continuity will be maintained[1]. Corporate Social Responsibility (CSR) or corporate social responsibility in Indonesia is regulated by law. The government issued Government Regulation (PP) No. 47 of 2012 as the implementing regulation of Article 74 paragraph 1 of the Law on Limited Liability Companies (PT) above. Good perception and participation in CSR programs are two important things to achieve the successful implementation of CSR.

The perception of community members towards certain programs is the main basis or basis for the emergence of a willingness to be involved and play an active role in every activity and program, both from the government and companies. They found that there was a significant influence between public perception consisting of attention, understanding and memory variables on the implementation variable of Corporate Social Responsibility. Barriers that often arise when public participation in a government program is not optimal can be internally, in the form of socio-cultural barriers, and externally, obstacles from the local government bureaucracy. Internal barriers are obstacles from within the community itself, which is the reluctance of most community members to be directly involved in a program of activities[2]. External factors are factors from outside that can encourage or hinder participation, including the role of stakeholders and the existence of opportunities.

CSR has proven to be a mediating or intervening variable in the relationship between public perception and company image[3]. CSR programs that are useful and in accordance with the needs of the community will have a positive impact on the image of the company concerned. The seismic survey activities will definitely come into contact with the surrounding community where the survey activities are carried out. The community around the company's operations are afraid and worried about the recurrence of the incident so that they rejected the drilling of a new gas well. Social conditions such as these are still an obstacle as well as a challenge for the mining company. Social conditions such as these are still an obstacle as well as a challenge for the Minarak Brantas Gas, Inc. company.

2. Research Method

2.1. object, type, research method

The object of this research is the community of Kalidawir village and Kali Banteng village, Tanggulangin district, Sidoarjo regency, recipients of the CSR program from 2018 to 2109, especially the community development program from the Minarak Brantas Gas, Inc[4], [5]. company. Descriptive statistics are statistics that function to describe or provide an overview of the object under study through sample or population data as they are, without analyzing and making conclusions that apply to the public[6], [7]. This study was designed using a combination of a descriptive and quantitative approach[8]. The research method according to [9] is defined as: "A scientific way to obtain data with certain goals and uses". The scientific method means that research activities are based on scientific characteristics, namely rational, empirical, and systematic. This method is used to test the relationship between several independent variables and one dependent variable.

2.2 Population and Sample

The population in this study was the recipient community of the Minarak Brantas Gas, Inc. CSR program[10]. The sampling technique uses a probability sampling technique or sampling opportunity, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member using simple random sampling method or simple random sample. In this study, 84 community members were taken as respondents.

2.3 Data collection technique

In this study, the data collection methods used are as follows:

- Library Research

Library Research is a process of collecting theoretical data through books, literature, scientific works and company reports related to the problems studied by the author.

- Field Research (Field Research)

Field Research is an actual data collection process by distributing questionnaires.

2.4 Literature Review

2.4.1 Perception

Perception is organizing[11], interpreting the stimulus it senses so that it is a meaningful and integrated response within the individual. In human perception there are different points of view in sensing. Stimulus in perception can come from outside, but can also come inside the individual himself. Most of the perception is through the sense of sight[12].

2.4.2 Participation

2.4.2.1 Type of Participation Stage

Community participation in various CSR programs refers to the four stages of Cohen and Uphoff in [13], namely:

1. The decision-making stage or planning stage is in the planning and implementation of a program. For example, in the reforestation program which is on the company's agenda, the community is asked to determine what seeds to plant because they are the ones who understand better what types of plants are most suitable in their area.
2. The implementation stage is the most important stage in development, because the core of development is its implementation. The tangible forms of participation at this stage are classified into three, namely participation in the form of thought contributions, material contributions, and forms of action as a project member.
3. The stage of enjoying the results of a community project is an indicator of the success of the project. The greater the benefits, the more likely it is that the project has succeeded in hitting the target.
4. The evaluation stage, this stage is considered important because community participation at this stage is feedback that can provide input for improving the implementation of the next project.

The dominant drive for achievement owned by respondents is the desire to add new experiences and knowledge. The respondent's dominant affiliation drive is the want to add friends and share opinions with others[14]. Public perception also shows a significant relationship to the level of participation[15], [16]. This positive perception arises because respondents have good knowledge and experience about the implementation of CSR program activities so that with this positive perception, respondents tend to actively participate in community activities[17], [18]. The level of willingness of program participants tends to be relatively high, meaning that the desire of participants to participate in economic empowerment programs is relatively high and participants have high expectations for the program. The level of opportunity is the factor that tends to have the most relationship with the level of participant participation.

2.4.3 Corporate Social Responsibility (CSR) or Corporate Social Responsibility

ISO 26000 also emphasizes the principle of social responsibility. There are seven principles as follows [1]:

- > Accountability
- > Transparency
- > Ethical behavior
- > Respect for stakeholder interests
- > Compliance with the law
- > Respect for international norms of behavior
- > Human Rights Enforcement

If a company carries out a CSR program, it is hoped that the company's sustainability will be well guaranteed and form or create a more prosperous and independent community life. CSR programs are more appropriate if they are classified as investments and must be a business strategy of the company. This is also explained by [1] which states that the implementation of Corporate Social Responsibility (CSR) has benefits both for the company and the community.

2.4.4 Purpose and Benefits of Corporate Social Responsibility (CSR)

In any business, what is expected is the sustainability and stability of the business because sustainability will bring the maximum profit for the company. CSR is in line with the guarantee of the company's operational sustainability, as stated by Wibisono in [1]. It is natural for a company to pay attention to the interests of the community. Companies must realize that they operate within a community environment[19]. This social activity functions as a compensation or reciprocal effort for the control of natural resources or economic resources by the company which is sometimes expansive and exploratory[2], [20]. Business and society should have a symbiotic relationship of mutualism to get support from the community. Corporate Social Responsibility (CSR) is one way to reduce or even avoid social conflicts. 40% of companies implement CSR as part of their corporate social responsibility activities. The highest percentage of companies implementing CSR was because they want to build a company image which is 40%.

2.4.5 Company Image

2.4.5.1 The Process of Forming Company Image

Seftiani[21] explains the process of forming a corporate image as shown in the chart below.

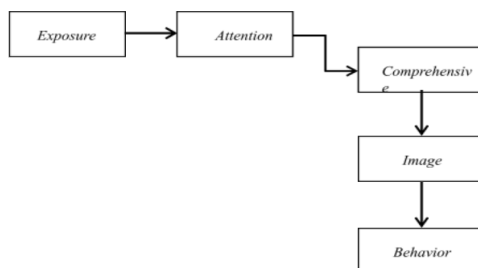


Figure 1. the process of forming a corporate.

Based on Figure 3.1 above, the process of forming a corporate image takes place in several stages, namely:

1. The object knows (sees or hears) the efforts made by the company in shaping the company's image.

2. Pay attention to the company's efforts.
3. After the efforts of the object's attention try to understand all that is in the company's efforts.
4. The formation of a corporate image on the object.
5. The corporate image that is formed will determine the behavior of the target object.

2.4.6 Framework

CSR activities carried out by a company will have an impact on the company itself and on the people who live in the location where CSR is implemented[22], [23]. There are factors that influence a person or group to participate in these activities, namely internal and external factors. The impacts that can be felt by the community include improving living standards and sustainable institutions[24]. On the other hand, the implementation of CSR activities that are in accordance with the needs and expectations of the community will improve the company's image[25]. Based on the literature review that has been described previously, the authors formulate the framework of thought in this research as described in the image below.

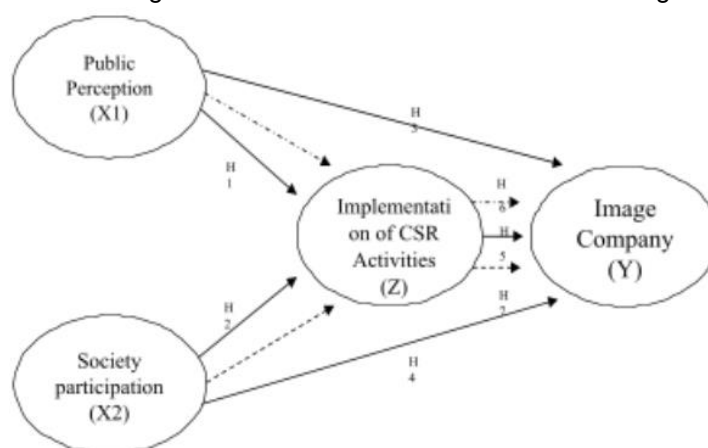


Figure 3.2.
Framework

2.5 Research Instrument Test

The purpose of testing an instrument is to get the value of validity (validity) and reliability (reliability) of all questions that will be used as a measuring tool. Instruments that are not tested for validity and reliability will produce data that is difficult to believe in truth.

2.6 Data analysis technique

2.6.1 Normality test

A good regression model is to have a normally distributed residual value. The normality test is to see whether the residual value is normally distributed or not. So the normality tests are not carried out on each variable but on the residual values of each variable.

2.6.2 Multicollinearity Test

If there is a high correlation between the independent variables and the dependent variable in a multiple linear regression model, the relationship between them and each other is likely to be disturbed.

2.6.3 Autocorrelation Test

The autocorrelation test is to see whether there is a correlation between a period t and the previous period ($t - 1$). The regression analysis shows the effect of the independent variables on the dependent variable, so there should be no correlation between observations and previous observation data.

2.6.4 Heteroscedasticity Test

Regression models that meet the requirements of the heteroscedasticity test are those where there is a similarity in variance from the residuals of one observation to another, which is fixed or has an inequality of variance.

2.6.5 Hypothesis testing

Path analysis or more widely known as Path Analysis is a method of decomposition of correlations into different parts to interpret an effect. Path analysis is used to find out whether the data support the theory, which is a priori hypothesized, which includes structural relationships between the measured variables.

3. Findings

3.1 Research result

Based on the hypothesis that has been formulated in this study in order to be tested, it is necessary to carry out a test using the parametric statistical method, in which the method requires that the data for each variable to be analyzed must meet the standards based on the criteria for the data to be normally distributed and the data must be reliable[26]. The data for each variable to be analyzed must meet the standards based on the criteria for the data to be normally distributed and the data must be reliable[27]. Data that meet these requirements and criteria will be tested and described below, both in determining the level of validity and reliability. This study uses primary data[28]. Data were collected by distributing questionnaires, namely by giving written statements to respondents. Based on 84 pre-selected respondents, the researcher circulated a questionnaire to each respondent. In the following, an overview of the characteristics of the respondents will be given which is expressed in the form of tabulation of the identities of 84 respondents.

Table 3.1.

Characteristics of Research Respondents Based on Gender

No.	Gender	Number of (people)	Percentage (%)
1	Man	44	52%
2	Woman	40	48%
Total		84	100%

Source: Questionnaire processed data (2020)

Based on Table 3.1 above, it shows that for the male gender there are more numbers than the female sex, as many as 44 respondents for men compared to 40 respondents for women.

Table 3.2.

Characteristics of Research Respondents Based on Marital Status

No.	Status	Number of (people)	Percentage(%)
1	Married	58	69%
2	Not Married	26	31%
Total		84	100%

Source: Questionnaire processed data (2020)

Based on Table 3.2 above, it shows that for marital status in general, 58 people are married and 26 people are not married.

Table 3.3.
Characteristics of Research Respondents Based on Age Data

No.	Ages	Number of People	Percentage (%)
1	< 20 Yr	7	8%
2	20 – 29 Yr	35	42%
3	30 – 39 Yr	28	33%
4	40 – 59 Yr	14	17%
Total		84	100%

Source: Questionnaire processed data (2020)

The majority of respondents were aged between 20-29, namely 35 respondents or equivalent to 42%. And the least are respondents aged < 20 years, namely as many as 7 respondents. This is an illustration that some people who receive CSR programs from Minarak Brantas Gas, Inc. belong to the productive age.

3.4.
Characteristics of Research Respondents Based on Residence

No.	Alamat	Number of people	Percentage(%)
1	Desa Kalidawir	37	44%
2	Desa Kedung Banteng	47	56%
Jumlah		84	100%

Source: Questionnaire processed data (2020)

Based on Table 3.4 above, it shows that the location where the respondents live in this study is more than KedungBanteng Village, namely 47 people or 56%.

Table 3.5.
Characteristics of Research Respondents Based on Occupation

No.	Job	Number of people	Percentage(%)
1	Government employees	8	10%
2	Private Employees	26	31%
3	Entrepreneurs	18	21%
4	Farmers	14	17%
5	Professionals	1	1%
6	Other	17	20%
Total		84	100%

Source: Questionnaire processed data (2020)

In this study, the highest number of respondents worked as private employees, as many as 26 people or 31%. The lowest respondent is working as a professional as many as 1 person.

3.1.1 Validity and Reliability Test

Data were collected by distributing questionnaires, namely by giving written statements to respondents. This questionnaire is closed in nature where the answers are already available. A trial test was conducted on 30 respondents outside the research sample to measure the validity and reliability of the measuring instrument.

3.1.1.1. Validity test

Test of validity of instrument is to determine the degree of accuracy of the instrument to collect research data. An instrument is said to be valid if it has the ability to measure what it is supposed to measure[29]. The type of validity used in this study is construct validity, which includes understanding the theoretical arguments that underlie the measurements obtained.

The results of data processing for all statements in the public perception instrument on CSR activities consisting of 9 statement items (Appendix), are in Table 3.5.

as follows :

Table 3.6.
Instrument Validity per Item for Community Perception Variables in CSR Activities

Questions number	rcount	r _{critical}	Decision
1	0,810	0,30	Valid
2	0,866	0,30	Valid
3	0,757	0,30	Valid
4	0,719	0,30	Valid
5	0,668	0,30	Valid
6	0,746	0,30	Valid
7	0,841	0,30	Valid
8	0,912	0,30	Valid
9	0,850	0,30	Valid

Source: Questionnaire processed data (2020)

All statements have an rcount value greater than 0.30 so that all statements on the community perception variable on CSR activities (X1) can be used in collecting data for this study.

The results of data processing for all statements in the instrument of community participation in CSR activities consisting of 9 statement items (Appendix), are in Table 3.7. as follows :

Table 3.7.
Instrument Validity per Item for Community Participation Variables in CSR Activities

Question Number	rcount	r _{critical}	Decision
1	0,755	0,30	Valid
2	0,892	0,30	Valid
3	0,804	0,30	Valid
4	0,773	0,30	Valid
5	0,834	0,30	Valid
6	0,854	0,30	Valid
7	0,889	0,30	Valid
8	0,893	0,30	Valid
9	0,755	0,30	Valid

Source: Questionnaire processed data (2020)

All statements have an rcount value greater than 0.30 so that all statements on the community participation variable in CSR activities (X2) can be used in collecting data for this research. Based on Table 3.6. above, the results are based on the results of a study published in Social Science and Human Development (CSR).

The results of data processing for all statements in the instrument for implementing Corporate Social Responsibility (CSR) activities which consist of 10 statement items (Appendix), are in Table 5.8. as follows :

Table 3.8.
Instrument Validity per Item for Activity Implementation Variables Corporate Social Responsibility (CSR)

Question Number	rcount	r _{critical}	Decision
1	0,807	0,30	Valid
2	0,869	0,30	Valid
3	0,843	0,30	Valid
4	0,876	0,30	Valid

5	0,819	0,30	Valid
6	0,748	0,30	Valid
7	0,595	0,30	Valid
8	0,766	0,30	Valid
9	0,869	0,30	Valid
10	0,752	0,30	Valid

Source: Questionnaire processed data (2020)

All statements have an rcount value greater than 0.30 so that all statements on the variable implementation of Corporate Social Responsibility (CSR) (Z) activities can be used in this research data collection. Based on Table 3.8. above, the results are based on the results obtained for the variable implementation of CSR (Z), where Z is the number of people involved in such activities.

The results of data processing for all statements in the company image instrument consisting of 9 statement items (Appendix), are in Table 3.9. as follows :

Table 3.9.
Instrument Validity per Item for Company Image Variable

Question Number	rcount	r _{critical}	Decision
1	0,891	0,30	Valid
2	0,676	0,30	Valid
3	0,904	0,30	Valid
4	0,796	0,30	Valid
5	0,815	0,30	Valid
6	0,839	0,30	Valid
7	0,655	0,30	Valid
8	0,875	0,30	Valid
9	0,904	0,30	Valid

Source: Questionnaire processed data (2020)

All statements in Table 3.9. have an r_{count} value greater than 0.30 so that all statements on the corporate image variable (Y) can be used in collecting data for this study.

3.1.1.2. Reliability Test

The reliability test is used to measure the consistency or stability of a measurement instrument. In this reliability test, the SPSS program with Cronbach's Alpha method was used. The reliability test shows the extent of which the measuring instrument gives relatively no difference when repeated measurements of the same symptoms are made at different times. The variables used are as follows:

Table 3.10.
Instrument Reliability Test Results

Variabel	Cronbach Alpha	r _{critical}	Decision
Public perception on CSR activities (X1)	0,928	0,60	Reliabel
Community participation in CSR activities(X2)	0,939	0,60	Reliabel
Implementation of Corporate Social Responsibility activities (CSR) (Z)	0,935	0,60	Reliabel
Company Image (Y)	0,933	0,60	Reliabel

Source: Questionnaire processed data (2020)

Thus, it can be concluded that the instruments of public perception on CSR activities (X1),

community participation in CSR activities (X2), implementation of Corporate Social Responsibility (CSR) activities (Z) and company image (Y) are considered reliable.

3.2 Primary Data Processing Results

This is an analysis of the correlation between corporate description and implementation of Corporate Social Responsibility (CSR) activities. The researchers describe the description and related variables. Descriptions of the related variables are corporate image (Y), public perception of CSR activities (X1), community participation (X2) and implementation (Z).

Table 5.11.

Distribution of data for each variable

	Public Perception_X1	Society participation_X2	Implementati on Activity CSR_Z	Company Image_Y
N Valid	84	84	84	84
N Missing	0	0	0	0
Mean	33,5595	31,0710	37,0952	32,5952
Mode	31,00	30,00	40,00	30,00
Std. Deviation	5,68310	5,44859	5,78660	5,25522
Variance	32,298	29,687	33,485	27,617
Range	24,00	25,00	28,00	23,00
Minimum	20,00	20,00	20,00	19,00
Maximum	44,00	45,00	48,00	42,00
Sum	2819,00	2823,00	3116,00	2738,00

Source: SPSS processed data (2020)

Based on Table 3.11, it can be broken down based on each of the following variables:

3.2.1 Community perception variable on CSR activities (X1)

It can be seen based on the variable of public perception on CSR activities that the lowest (minimum) score obtained is 20 and the highest (maximum) score is 44. Table 5.11 also shows the data range (range) of 24; the average data (mean) is 33.5595; the most frequently occurring data (mode) is 31; while the standard deviation (std. deviation) is 5.68310.

3.2.2 Variable community participation in CSR activities (X2)

It can be seen based on the community participation variable in CSR activities that the lowest (minimum) score obtained is 20 and the highest (maximum) score is 45. Table 5.13 also shows the data range (range) of 25; the average data (mean) of 31.0710; the most frequently occurring data (mode) is 30; while the standard deviation (std. deviation) is 5.44859.

3.2.3 Variable implementation of Corporate Social Responsibility / CSR (Z)

It can be seen based on the variable implementation of Corporate Social Responsibility (CSR) activities that the lowest (minimum) score obtained is 20 and the highest (maximum) score is 48. Table 5.11 also shows the data range (range) of 28; the average data (mean) is 37.0952; the most frequently occurring data (mode) is 40; while the standard deviation (std. deviation) is 5.78660.

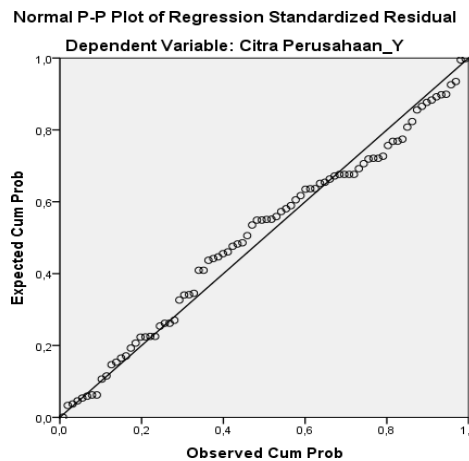
3.2.4 Company image variable (Y)

It can be seen based on the corporate image variable that the lowest (minimum) score obtained is 19 and the highest (maximum) score is 42. Table 5.11 also shows the data range (range) of 23; the average data (mean) of 32.5952; the most frequently occurring data (mode) is 30; while the standard deviation (std. deviation) is 5.25522.

3.3 Assumption Test

3.3.1. Normality test

A good regression model should be normally distributed or close to normal. The normality test aims to test whether in the regression model the dependent variable (ie corporate image) and the independent variable both have a normal distribution. To test whether the data distribution is normal, it can be done with a graph [30] the way is to look at the normal graph plot.



Normality test is used to test whether the data is normally distributed. In this study, the normal distribution of data was tested using the Kolmogorov-Smirnov test. Results influence public perception on CSR activities, community participation in CSR and corporate image.

Table 5.12 Kolmogorov-Smirnov . Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		84
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2,92643649
Most Extreme Differences	Absolute	,089
	Positive	,089
	Negative	-,075
Kolmogorov-Smirnov Z		,816
Asymp. Sig. (2-tailed)		,518

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS processed data (2020)

3.3.2. Multicollinearity Test

The results of the multicollinearity test are used to determine whether or not there is a deviation from the classical assumption. Test methods include looking at the value of the inflation factor (VIF) in the regression, comparing the individual determinant coefficient (r^2) with the value of the determinant simultaneously (R^2). There are several test methods that can be used, including using the R^2 eigenvalue and condition index. The condition that must be met in the regression model is the absence of multicollinearity.

Table 3.13 Multicollinearity Test Results Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Persepsi Masyarakat_X1	,317	3,155

1	Partisipasi Masyarakat_X2	,232	4,310
	Pelaksanaan Kegiatan CSR_Z	,257	3,885

a. Dependent Variable: Citra Perusahaan_Y
Source: SPSS processed data (2020)

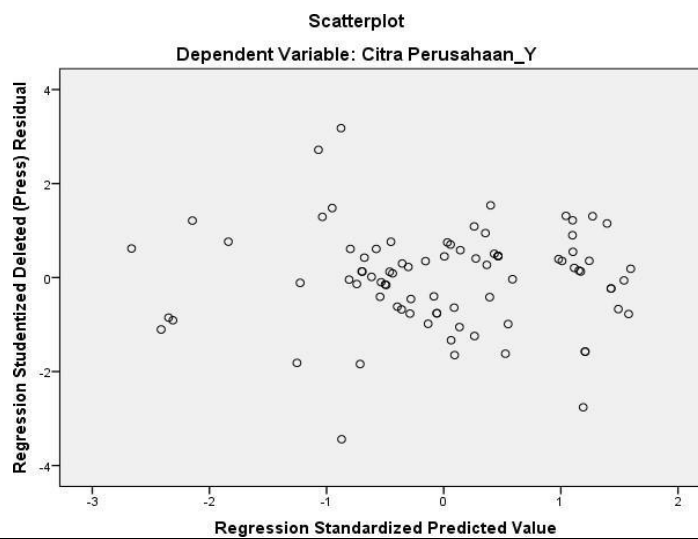
If the VIF value of each predictor does not exceed 5 and the t value is far from 1, it can be concluded that there is no multicollinearity between the independent variables in this study. Community participation in CSR activities is 4,310 and the implementation of Corporate Social Responsibility (CSR) activities is 3,885.

3.3.3 Autocorrelation Test

This test is used to determine the extent of the influence of the independent variable on the dependent variable. For the purposes of the test, it is adjusted to the Durbin Watson criteria, namely that if the Durbin Watson is -2 to 2, no autocorrelation is found. Autocorrelation is a condition in which there is a correlation or relationship between observations. In regression estimation, it is necessary to detect whether or not there is autocorrelation in the built model. Autocorrelation Ships are more common in time series data than cross sectional data.

3.3.4 Heteroscedasticity Test

Detection of heteroscedasticity can be done using the scatter plot method by plotting the ZPRED value (prediction value) with SRESID (residual value). It can be seen that the points with a pattern spread randomly at positions above and below the number 0 on the Y axis. Based on these results, it can be concluded that there are no symptoms of this type of deviation in the regression model.



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,831 ^a	,690	,678	2,98080	1,654

Source: SPSS processed data (2020)
Figure 5.2 Heteroscedasticity Test with Scatterplot

Table 5.14 Table of Heteroscedasticity Test Results Coefficientsa

Model	Sig.
(Constant)	,155

1	Public Perception_X1	,420
	Society participation_X2	,771
	Activity Implementation CSR_Z	,325

Dependent Variable: RES2

Source: SPSS processed data (2020)

There is no heteroscedasticity in the variable implementation of Corporate Social Responsibility (CSR) activities. The significance value of the community perception variable in CSR activities is 0.420 which is greater than 0.05, meaning that there is no heteroscedasticity in the community's perception value.

3.4 Findings and Discussion of Research Results

Based on the results of the analysis, the findings of the research are described as follows:

Table 5.28 Result of Path Analysis of Direct Effect Hypothesis

Model	Variabel	α	Sig	Conclusion
1	Public perception of CSR activities on the implementation of CSR activities at Minarak Brantas Gas, Inc.	0,05	0,004	Significant
	Community participation in CSR activities for the implementation of CSR activities at Minarak Brantas Gas, Inc.	0,05	0,000	Significant
2	Public perception of CSR activities on corporate image at Minarak Brantas Gas, Inc.	0,05	0,000	Significant
	Community participation in CSR activities on the corporate image of Minarak Brantas Gas, Inc.	0,05	0,000	Significant
	Implementation of CSR activities on corporate image at Minarak Brantas Gas, Inc.	0,05	0,000	Significant

Table 5.29 Result of Path Analysis of Indirect Effect Hypothesis

Intervening	Variabel	α	Sig	Conclusion
1	Public perception of CSR activities on the company's image through the implementation of CSR activities at Minarak Brantas Gas, Inc.	0,05	0,013	Significant
2	Community participation in CSR activities towards the company's image through the implementation of CSR activities at Minarak Brantas Gas, Inc.	0,05	0,000	Significant

1. There is a significant chance that H_0 is rejected or H_a is accepted when the significance of the X1 variable on Z is $0.004 < 0.05$.

2. There is a significant influence of community participation on the implementation of Corporate Social Responsibility (CSR) activities at Minarak Brantas Gas, Inc. Based on hypothesis testing in sub structure 1, the significance of the X2 variable on Z is $0.000 < 0.05$.
3. There is a significant effect of the X1 variable at Y on corporate image at Minarak Brantas Gas, Inc. Based on hypothesis testing in sub structure 2, it can be concluded that H_0 is rejected or H_a is accepted. This is where there is a large direct influence on public perception of CSR activities at the company.
4. There is a significant influence of community participation in CSR activities on the company's image at Minarak Brantas Gas, Inc. Based on hypothesis testing in sub structure 2, it shows the significance of the X2 variable at Y of $0.000 < 0.05$. It can be concluded that H_0 is rejected or H_a is accepted.
5. The significance of the variable Z on Y is $0.000 < 0.05$. Where there is a significant direct influence on the implementation of Corporate Social Responsibility (CSR) activities on the company's image at Minarak Brantas Gas, Inc. It can be concluded that H_0 is rejected or H_a is accepted.
6. There is a significant indirect effect of public perception on CSR activities on corporate image through the implementation of Corporate Social Responsibility (CSR) activities at Minarak Brantas Gas, Inc. Hypothesis testing shows the significance of the variable X1 to Y through Z of $0.013 < 0.05$. H_0 is rejected or H_a is accepted.
7. There is a significant indirect effect of community participation in CSR activities on the company's image through the implementation of Corporate Social Responsibility (CSR) activities at Minarak Brantas Gas, Inc. Hypothesis testing shows the significance of the variable X2 to Y through Z of $0.000 < 0.05$.

A good perception from the people of Kalidawir and Kedung Banteng villages on the implementation of CSR activities carried out by Minarak Brantas Gas, Inc[15]. affects the success of the corporate social responsibility (CSR) activities. The existence of an open forum for the community to participate can be explained from the indicators, namely: information that is easily understood by the public and positive attention from the public for the information that has been conveyed by the company. Community participation in the implementation of CSR activities as well as access for the community to express opinions in the decision-making process are also important indicators of a good CSR experience.

CSR activities that have an impact on increasing community capacity will affect the public's assessment of the company which will ultimately improve the company's image. In Kalidawir and Kedung Banteng villages, the community has felt the benefits of CSR activities carried out by Minarak Brantas Gas, Inc. This is indicated by the good perception and participation of the people of the two villages. The successful implementation of CSR activities by the company will also have an effect on improving its corporate image in the eyes of the community. This means that by increasing public perception and community participation in CSR accommodations, the implementation of these activities also increases.

3.5 Implications of Research Results

Based on this, the implementation of CSR accommodations can be improved through the company's corporate social responsibility. Based on this, the company's image can be improved through the implementation of Corporate Social activities Responsibility (CSR) with the independent variable community perception and community participation in CSR activities. Based on the foregoing, the implications of the research results are as follows:

3.5.1 Managerial Implications

Based on the results of the study, it is known that the variables of community perception and community participation in the CSR activity variables have a significant effect on the implementation of Corporate Social Responsibility (CSR) activities, which in turn have an effect on the company's image. The implications of the results of this study for the management of CSR activities is to increase public perception and participation.

3.5.2 Academic Implication

Based on the results of this study, it is expected to open further studies regarding the analysis of the company's CSR program activities. This is due to the importance of CSR program activities both for the community around the company's operations and for the company itself.

3.5.3 Implications of Further Research

For further research, in order to continue to make improvements and refinements regarding the analysis study of the company's CSR activity program. This can be done by exploring other variables that can improve the management of CSR programs and improve the company's image in the eyes of the public.

4. Conclusion

4.1 Conclusion

Based on the hypothesis testing conducted in the previous chapter, it can be concluded, There is a significant effect of public perception on the implementation of CSR at Minarak Brantas Gas, Inc. Public perception in the form of understanding and positive assessment has an impact on the accommodation of CSR activities carried out by Minarak Brantas Gas. Community participation has a significant impact on the implementation of CSR activities at Minarak Brantas Gas, Inc. Community participation in the planning, implementation, utilization and evaluation stages of CSR activities has an impact on its implementation, according to researchers. Public perception of Minarak Brantas Gas' CSR activities has an impact on the image of the company in the eyes of the community around the company's operational area.

Community participation in the planning, implementation and evaluation stages of CSR activities has an impact on the image of Minarak Brantas Gas, Inc. in the eyes of the community around the company's operational areas. There is a significant effect of community participation on corporate image at Minarak Brantas Gas Inc. The image of Minarak Brantas Gas, Inc. has an impact on the company's image in the eyes of the community around its operational areas. The partial hypothesis testing shows that there is a significant effect on the implementation of Corporate Social Responsibility (CSR) activities at Minarak Brantas Gas, Inc., where the obtained significance <0.05 is accepted. Testing the indirect effect hypothesis obtained a significance calculation result of <0.05 , meaning that there is a mediating effect between public perceptions of CSR activities on corporate image through the implementation of Corporate Social Responsibility (CSR) activities at Minarak Brantas Gas, Inc. which means H_a is accepted. Testing the indirect effect hypothesis obtained a significance calculation result of <0.05 , meaning that there is a mediating effect between community participation in CSR activities on corporate image through the implementation of Corporate Social Responsibility (CSR) activities at Minarak Brantas Gas Inc. which means H_a is accepted.

4.2 Advice

Minarak Brantas Gas Company, Inc. it is necessary to continuously build and create positive perceptions from the community by providing comprehensive information about CSR activities carried out by the company so that it will provide positive understanding and assessment from the community around the company's operational areas. Minarak Brantas Gas Company, Inc. it is necessary to continuously increase community participation in CSR activities carried out by the company by involving the community and opening the widest possible space and access for the community to participate at every stage of CSR activities

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