The Influence of Corporate Social Responsibility (CSR) on Corporate Image at Grand Clarion Hotel Macassar

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ABSTRACT

CSR is an important issue in ensuring the survival of the business world today. CSR is a form of the company's concern economic, social, and environmental based on three basic principles that include profit, people and planet. The benefits derived from the application of CSR is to increase the reputation or image and add or increase the strength and image of the company, access to capital, maintaining the quality of human resources, and facilitate risk management.This research aims to identify and analyze the implementation of CSR, corporate image and influence the implementation of CSR in the economic, social and environment against corporate image Grand Clarion Hotel Makassar. This study was designed with the form of quantitative and survey method. Types of samples in this study is nonprobability Sampling, ie accidental sampling and convenience sampling, the sampling technique based on coincidence and convenience as many as 70 respondents who are the target communities CSR, employees and society around the hotel at the time of the study and according to the characteristics of the desired sample , Data were analyzed using path analysis.The results showed that (1) the implementation of CSR in the economic, social and environmental dimensions at high category indicating that CSR has been implemented properly by the Grand Clarion Hotel Makassar, (2) a variable image of the company shows the number of 4.05, which means that the company's image in this hotel is very high GCM and (3) the variable implementation of CSR in the economic dimension, the social dimension and environmental dimensions has direct and indirect influence positively significantly to the image of Grand Clarion Hotel Makassar.To create a positive image for the company, it is one thing to do is implement a CSR program both on the economic, social and environmental. Corporate Image is able to provide many benefits to the company so that the necessary efforts to improve its image in the minds of customers. Corporate Image is the company's intangible assets, and CSR is an investment to improve the asset. CSR can create economic, social, and a better environment will enhance the company's image in the eyes of customers.

Keywords: corporate social responsibility, corporate image.

INTRODUCTION

The company is part of the community and has the same Corporate Social Responsibility (CSR) as the community itself. The fact is, it cannot deny that companies have so far implemented CSR only to the extent of providing voluntary and philanthropic funding support, causing the activities carried out to provide less tangible benefits to the community. This condition causes a sense of disappointment to the public, and the government will still lack the role of the business community in social life. There is a tendency that the implementation of Corporate Social Responsibility (CSR) is only for the eyes of the public only eyes of consumers of the company. (Alamgir & Nasir, 2017)

Therefore, government support as the party responsible for protecting people's lives is needed. The government is not only a policymaker but also a facilitator and dynamic actor for the business world in carrying out social responsibility towards the community. (Frynas & Yamahaki, 2016)

In sustainable development, CSR is a form of corporate participation that aims to develop business awareness programs in the local community through the creation and maintenance of a balance between getting profit, carrying out social functions, and environmental preservation. In other words, CSR developed with the Tri Bottom Line corridor that includes social, economic, and ecological.

At present, CSR is a critical issue in ensuring the survival of the business or company world. Without attention to the situation and social environment where the company located, the company will be challenging to develop so that in supporting business activities, the

implementation of CSR is a must for the company, not just carrying out social responsibility or CSR. Still, it becomes an obligation for the company. (Glavas, 2016; Vitell, 2015)

CSR based on three basic principles, which include profit, people, and planet (3P), which is a manifestation of the company's concern for the economy, society, and environment. Advantage, as a business institution oriented to profit to ensure the survival of the company so that the company can continue to operate and develop, of course, the company must still be geared for benefit. People, to improve the competitiveness of the company and to ensure the survival of the company, the company's concern for the welfare of employees and people who are valuable assets in the organization and the country, must be owned. CSR programs that are socially oriented or people are manifested by providing scholarships for students around the company, establishing educational facilities, and also health. The planet is a concern for the environment, and biodiversity sustainability can be done through the implementation of clean water supply programs, greening the environment, improving settlements, developing sustainable tourism. (Horng, Hsu& Tsai, 2018)

CSR is a social responsibility that aims to create better economic, social, and environmental conditions. Kotler & Lee (2008) argued that CSR implemented adequately, both in the economic, social, and ecological fields, will be able to provide many benefits for companies, one of which can improve Corporate Image. For example, companies that have implemented the concepts of reducing, reuse, and recycle will undoubtedly attract attention to the public. The public will have a perception that the company has a concern for the surrounding environment

so that a good or positive image will emerge for the company. (Foster, Sidharta & Rahman, 2018) The right image in the eyes of the community will encourage customers to have a sense of responsibility to maintain the continuity of the company by buying its products.

Grand Clarion Hotel Makassar is a four-star hotel located in Makassar, South Sulawesi. As one of the hotel industry players, Grand Clarion seeks to realize its vision, one of which is to carry out the role of CSR through the supervision of the Human Resources Department (HRD). Based on empirical facts show that CSR implementation is still in the form of assisting with the allocation of resources and sources of funds that not budgeted in one type of activity. The application of CSR at the Grand Clarion Makassar is realized in the form of scholarships for employees' children, providing assistance for the implementation of Eid Al-Fitr prayers in mosques around the hotel, breaking the fast together with employees, the surrounding community and orphanage children, carrying out Christmas activities along, and Other social events such as community service with the community in the vicinity of the hotel, donations to communities who have experienced disasters such as fires. For companies, the implementation of CSR expected to affect improving the company's image. But in reality, the application of CSR to date has not been felt to have a significant influence on improving the company's image, so that this program taken seriously, is not routine, and does not get an increase in the portion of the budget. From the community side, the implementation of CSR not based on needs and desires, but only on a routine that must be carried out by the company. This research deemed necessary to examine the effect of CSR implementation on the corporate image of the Grand Clarion Hotel Makassar.

Research conducted by Puspitasari (2012) with the title of an analysis of the implementation of corporate social responsibility in the form of partnership and Community Development Program. This research aims to know the implementation of corporate social responsibility in the form of partnership and Community Development Program (PKBL) as well as the obstacles encountered, good for the company as well as for the surrounding communities who become targets of PKBL. This research is a descriptive qualitative research. The subject of the research is determined by purposive technique, i.e., staff Units and staff units of PKBL PLL, whereas the technique of snowball used to determine 5 small business owners as well as 4 community as Vice Chair of the RT community development goals. Data collection is carried out by means of interviews and documents. The data analyzed are inductively. The results showed that most of the implementation of corporate social responsibility was a momentary fulfillment and not sustainable. Obstacles encountered is the difficulty of looking for small businesses that fit with the company's activity, the difficulty of finding the perpetrators of the attempt is good and responsible minded individuals, as well as not compatibles appropriations budget for the activities of PKBL with the number of requests, so the funds are rolled out still considered small by the community.

CSR is a social responsibility with the goal of creating economic, social conditions and a better environment. Kotler & Lee (2005:27) suggested that the CSR is applied appropriately, both in the field of economic, social or environmental, will be able to give a lot of advantages for the company, one is able to improve the Corporate Image. For example, companies that have implemented the concept of reduce, reuse, and recycle will certainly draw attention to the public. The public will assume that the company cared enough

about the environment so that a positive image will appear against the company. A positive image in the eyes of the public will encourage consumer upholds the continuity of the company by purchasing their products. Based on the above explanation, then the company has implemented CSR will get many advantages.

Based on the background description, this research focused on the problem of the extent to which the influence of the implementation of social responsibility (CSR) on the economic, social, and environmental dimensions of the corporate image of the Grand Clarion Hotel Makassar.

RESEARCH METHODS

The study was designed in the form of quantitative and using method survey aimed to analyse the influence of the implementation of corporate social responsibility (CSR) against corporate image the Clarion Grand Hotel Makassar. The object of the research is the Clarion Grand Hotel Makassar.

The research consists of a variable variable independent variable i.e. economic dimensions (X1), social dimensions (X2) and environmental dimensions (X3) as well as the dependent variable i.e. corporate image (Y) and. Description of operations the following variables:

1. the Economic Dimension (X1) is the economic impact of the operational activities conducted by the company, with the indicator:

a. Service, service enforced the company in order to satisfy the consumer's

b. Avoiding Actions that Damage the Trust, confidence and support of the community and other local communities.

2. Social Dimensions (X2) is a form of perhagaan from the company provided to internal and external stakeholders. The social dimension has an indicator:

a. Labour Practises, giving attention to the workers

b. Social Activities, social events in the form of corporate philantrophy, corporate volunteering, and cause related marketing.

3. Environmental Dimension (X 3) is the Act of the company in order to reduce the negative impact on the environment, the charge indicators will include:

a. Waste Management company to do business, recycle, reduce, reuse to reduce the negative impact of corporate activities on the environment

b. Environment Friendly, the company's efforts to maintain and preserve the environment.

4. Corporate image (Y) is the view of the external parties (customers) about the condition of the present Hotel GCM based on impression obtained in accordance with knowledge and experience. Charge indicators will include:

a. Moralities (Morality) is moral indicated his social environment against GCM Hotel

-Charity Activities, social activities devoted to the surrounding community.

-Eco-friendly Activities, is the process of production and services that are environmentally friendly.

b. Managements, business is the management of Hotel GCM that is well done.

c. Performance, with regard to the performance of the indicated Hotel its business activities in GCM

d. Services, related to the usahausaha committed to satisfying customers, GCM Hotel.

There are two types of data used, namely kuntitatif and qualitative data. Meanwhile, according to the source that is the source of primary data and secondary data sources. Primary data is obtained from the results of the in-depth interviews with informants to provide insight materials questions and statements in the questionnaire regarding the CSR programs already run by the Clarion Grand hotel Makassar. Secondary data obtained from the literature, journals, articles, magazines, and the internet, from some of the information from the Manager of the hotel.

Method of collecting data in this study, using a questionnaire survey methods through distributed to respondents. A questionnaire distributed to respondents containing the questions and statements are closed, meaning a question or statement that gives freedom to the respondent to provide the answers and opinions according to the choices that have been provided. The scale Likert scale would use used with score 1 = strongly disagree; up to 5 = strongly agree. Likert scale is the most popular scaling technique used to measure Corporate Image because of the Likert scale are straightforward, easily analyzed, easily done by respondents, and produce clear results.

Population or universe is the total of the units of the measurement results or characteristics that become the objects of research. The population in this research is all the communities targeted CSR implementation, employees and the community surrounding GCM.

The sample is part of the number and characteristics of which are owned by the population. Types of samples in this research is the Nonprobability Sampling, i.e. accidental sampling and convenience sampling techniques, namely the determination of the sample based on coincidence and ease of menemukannuya.

Guidelines for determining sample size based on depending on the number of indicators used. The number of samples is the number of times your indicator 5-10. If there are 20 indicators, the size of the sample is 100-200.

In this study there are 7 parameters being estimated so that the magnitude of the samples should be obtained is 70 respondents who was the target of CSR implementation society.

Data analysis is path analysis that are supported by qualitative descriptive interpretation.

RESULTS AND DISCUSSION

The validity of a test is done by correlating score each item with a total score of each attribute. Corrected item total correlation is between corelation score total items, consult with interpretasinya critical value of r, if r count > r critical then the instrument is declared valid. The test of the validity of the score made against each item with a total score of each attribute in the research results obtained throughout the free variables and variable item bound to indicate invalid or valid, the value of the corrected item total positive corelation above numbers r tables.

Based on the results 0.278-0.789, then it is seen that the value r count > value r table in df (70-2) = 0.203. Thus, it can be stated that all questions on a questionnaire to social variables are valid or able to reveal something that will be measured by the questionnaire, so that it can be used for further analysis.

To find out the validity of test results for grain questions on environment variables, can be seen on the results shown 0.174-0.814, then it is seen that the value r count > value r table in df (70-2) = 0.203. Thus, it can be stated that all questions on a questionnaire for image variables are valid or are able to reveal something that will

be measured by the questionnaire, so that it can be used for further analysis. To find out the validity of test results for grain question on variable image hotel, can be seen on the results shown 0.163-0.832, then it is seen that the value r count > value r table in df (70-2) = 0.203. Thus, it can be stated that all questions on a questionnaire for variable corporate image is valid or is able to reveal something that will be measured by the questionnaire, so that it can be used for further analysis.

The test of the validity of the score made against each item with a total score of each attribute in the research results obtained throughout the free variables and variable item bound to indicate invalid or valid, the value of the corrected item total positive corelation above numbers r tables. Corrected item total correlation is between corelation score total items, consult with interpretasinya critical value of r, if r count > r critical then the instrument is declared valid.

Instruments used in reliability is said several times to measure the same objects will produce the same data. The techniques used to perform a test of reliability is to use alpha cronbach i.e. grouping items into two or more parts. Based on the results of data analysis, reliability value 0.833-0.879. And thus it can be stated that the grain question in the questionnaire is reliability (reliable) or answer questions of respondents was consistent or stable over time.

CSR implementation conducted by the Clarion Grand Hotel Makassar is knowable through the description of the variable in this study consists of three (3) independent variables (free variables) i.e. the variable economic, social variables and environment variables

1. Implementation of CSR on Economic Variables (X 1)

The application of CSR in the economic variable is the economic impact of the operational activities conducted by the company. As for the frequency distribution of the answers of the respondents against the indicators on economic variables variable can be seen on the results of the calculation of the average answer of respondents against economic variables show numbers 4.21 which means that CSR implementation of economic variables is very high.

2. The implementation of CSR in Social Variables (X 2)

The application of CSR in social variables is a form of appreciation from the company provided to internal and external stakeholders. As for the frequency distribution of the answers of the respondents against the indicators on CSR implementation variables on social variables can be seen on the results of the calculation of the average answer of respondents against the social variables indicate numbers 4.55 which means that implementation of CSR in social variables is very high.

3. The implementation of CSR in the environment variables (X 3)

The implementation of CSR in the environment variable is the action of the company in order to reduce the negative impact on the environment. As for the frequency distribution of the answers of the respondents against the indicators on the implementation of CSR in the variable environment variables can be seen on the results of the calculation of the average answer of respondents against the implementation of CSR in the variable environment variables indicate numbers 4.12 which means that CSR implementation variables on environment variables is very high.

Corporate image is a view of external parties (beneficiaries of CSR) about the condition of the present Hotel GCM based on impression obtained in accordance with

knowledge and experience. As for the frequency distribution of the answers of the respondents against variable indicator on company's image can be on the results of the calculation of the average answer of respondents against the variable corporate image shows figures 4.05 which means that the company's image in this consumer's eye GCM Hotel is very high.

This study attempts to assess the extent of the influence of economic variables (X1), social variables (X2) and environment variables (X3) against the corporate image (Y).

The results of the analysis on the table showed that the coefficient of the test result line simultaneously is significant, so it can be taken a decision to reject H0 and H1 which means it can receive is forwarded to the test individually. From the test results individually, it turns out that the path of the variable coefficient of X1, X2 and X3 against Y statistically is significant, so that H0 is rejected and the H1 is accepted.

Further analysis of the results in the table above is translated into a path diagram as the following diagram:
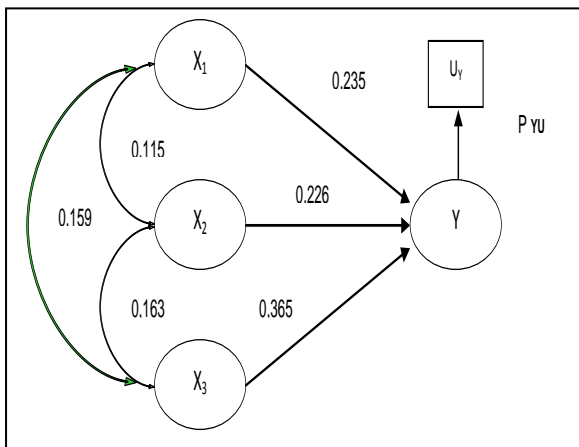

Figure 1. The Structure Of The Relationship Between Variables X 1, X 2, X 3

Based on the above calculations, it is noted that the direct influence of economic dimension against the corporate image of Clarion Grand Hotel Makassar 0.055 or 5.5% with value t

calculate > value t table i.e. 2.288 > 1.658. This is confirmed also by the value significance of 0.000 of less than 0.05 trust level. So the first hypothesis, acceptable.

There is the influence of the economic dimension against the corporate image the Clarion Grand Hotel Makassar shows that CSR activities prolific economy, both directly and image enhancement directly affects tdak hotel GCM. This is in line with the results of research conducted by Semuel & Wijaya (2008) and Alamgir & Nasir Uddin (2017) that the CSR had significant influence against the Corporate Image, with the direction of the positive influence means that when the better perception of CSR by customer then will impact the growing image.

The influence of social dimension directly against the corporate image of Clarion Grand Hotel Makassar 0.051 5.1% or with a value t calculate > value t table i.e. 2.105 > 1.658. This is confirmed also by the value significance of 0.004 smaller than 0.05 trust level. So the second hypothesis is accepted.

The direct influence of the dimensions of the environment against the corporate image the Clarion Grand Hotel Makassar amounted to 13.3% or 0.133 with value t calculate > value t table i.e. 3.192 > 1.658. This is confirmed also by the value significance of 0.000 of less than 0.05 trust level. So the third hypothesis, acceptable.

There is the influence of the dimensions of the environment against the corporate image shows that Hotel GCM have set up business practices and investment in order to support social institutions in an effort to improve the well-being of the community and protect the environment. So CSR is a form of social responsibility to all stakeholders, including employees, consumers, environment, suppliers, and local communities.

To create a positive image for the company, then one of the things that can be done is to implement CSR programs with good planning and budgeting as well as performed on an ongoing basis. Corporate Image was able to provide many advantages for the company so that the necessary efforts to improve his image, one of which is the application of CSR on a wide range of activities that touch directly on the community and customers. Corporate Image is intangible asset of the company, and CSR is regarded as investment to improve the asset. CSR can create conditions of economic, social, and a better environment will enhance the company's image. The application of CSR in the environment variables can be done with the use of eco-friendly raw material, give attention and support to the program fund a reforestation and community development on local communities in particular and society in General.

CONCLUSIONS

Based on the results of the analysis of the problems and test the hypothesis by using path analysis (path analysis), then some of the stuff can be summed the implementation of CSR in the variables of economic, social and environment are high on the category shows that CSR has been implemented properly by the Clarion Grand Hotel Makassar. Variable corporate image shows figures 4.05 which means that the company's image in this Hotel GCM is very high. CSR implementation Variables in variable economic, social and environmental issues has direct and indirect influence positively significantly to image the Clarion Grand Hotel Makassar. The greatest direct influence of CSR implementation against the image of the hotel are the environment variables of 0.133 overtaken by economic and social variables are variables. Whereas indirect

influence is the largest economic variables influence through the environment variable and vice versa of 0.013. While the influence of the largest total 0.159 which is the synergy between the implementation of CSR in the environment variable, the variable social and economic variables.

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