

The Effects of Corporate Social Responsibility (CSR) Toward Corporate Image and Customer Response (A Case Study in Waroeng Group Yogyakarta)

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Abstract

In dealing with the issue of Corporate Social Responsibility (CSR) which is not only a discussion of social issues, but also develops into a heated conversation for business owners. This research aims to examine the influence of CSR on corporate image, satisfaction, purchase intention, and customer loyalty in Waroeng Group Yogyakarta. This research uses the type of data that is primary data with the method of distributing questionnaire to respondents, using sampling techniques with purposive sampling, and the population in this study is Waroeng Group consumers in Yogyakarta. The method used to test hypothesis is Structural Equation Model (SEM) with the help of SmartPLS 3.0 software. The result of this research indicate that CSR shows a significant positive effect on corporate image, customer satisfaction, purchase intention, and customer loyalty. The corporate's image has a significant positive effect on customer purchase intention and customer loyalty. Customer satisfaction has a significant positive effect on customer purchase intention and customer loyalty.

Keywords: CSR, corporate image, customer satisfaction, customer purchase intention, customer loyalty

Introduction

An entrepreneur constantly strives to maintain the performance of his/her business to ensure its long term survival in the community. As an effort to preserve business survival, a corporate tries to gain community support by implementing CSR programs that will benefit the social surrounding. Doing businesses is not only about gaining financial benefits, but also about making social benefits as a way to support the corporate and ultimately to strengthen its financial gain. Providing social benefit is a way to gain community trust and prevent social conflict to ensure customer loyalty ethically.

CSR is basically a long-term investment for minimizing risks in the social environment and improving the corporate image. CSR implementation is certainly costly and will spend a huge expense of company budget and company profit. However, CSR implementation is believed to improve the corporate image and reputation as a way to sustain its performance.

It is necessary to learn the lesson from some cases of companies that do not implement CSR, such as PT Freeport Indonesia. Since it started to operate in 1969 until now, the company has always sparked many conflicts with surrounding communities in the company's operation sites, both regarding customary land, customary law, and social and economic conflicts (Wibisono, 2007). Some studies reveal that the company does not pay enough attention to the surrounding natural and social environment, and most importantly, it does not have any clear design of CSR programs which will adversely affect the corporate image. In business competition, public trust is needed to increase the company competitiveness and image since it can provide benefits to the community.

At present, the rapid development of the restaurant business in Yogyakarta leads to the tight competition between companies in the same business field. Such competition certainly requires the company to enhance its reputation as a way to maintain its competitiveness in the business. CSR is an appropriate strategy to maintain company competitiveness and boost sales (Kotler and Lee, 2005).

An interview with Mr. Shohibul from the Spiritual Company (CSR) division of Waroeng Group, a well-known restaurant enterprise in Yogyakarta, during the preliminary study indicates that Waroeng Group believes that the implementation of CSR can improve its reputation. Hence, in their perspective, CSR is a necessary strategy to help contribute to the society as part of the religious communities, and to contribute in the social action, education, and natural disasters. On this account, Waroeng Group has constantly invited its employees, customers, suppliers and surrounding communities to participate in doing charity through *sedekah* (giving alms) and *infaq* (spending to please God). In this program, a portion of the turnover from the sale of Waroeng Group is allocated for the CSR programs. The company has many forms of CSR programs, such as Waroeng Peduli, Waroeng Peduli, Waroeng Bergerak, Sedekah Nasional Tahfizh House, donations for children memorizing the Koran, donations for education, and fostered villages. By implementing countless CSR programs, the Waroeng Group, which was established and owned by Jody in 2000 until now, can successfully achieve its target sales and increase its business scale.

On this basis, the researcher aims to measure the effect of CSR implementation on corporate image, customer satisfaction, customers purchase interest, and customers loyalty. This research is a development of the research conducted by Chung, Yu, Choi, and Shin (2015) on the effect of CSR on customer satisfaction and loyalty in China with Corporate Image as a Moderation Variable by adding Customer Purchase Interest variable. The variable of Customer Purchase Interest was added because this variable is a measure of company performance through the customer's perspective. The difference between the current research and the previous lies in its coverage on the effects of CSR on corporate image, customer satisfaction, customer loyalty and purchase interest. The Waroeng Group of Yogyakarta was selected as the research subject because this company is popularly known to have a good implementation of CSR programs.

Literature Review

Stakeholder Theory

Stakeholder theory explains a collection of policies and practices related to stakeholders, values, compliance with legal provisions, community and environmental respect, and the commitment of the business community to contribute to sustainable development. According to Lako (2011), the success of a company depends on the ability to balance the interests of stakeholders. Stakeholder theory concludes that the company should not only run its business for its own interests, but also provide benefits for the stakeholders (community or customers).

Theory of Planned Behavior (TPB)

Ajzen (2005) highlights that TPB elucidates about the factors to make a person take a particular action. This is an appropriate theory to explain the interests and behavior of customers towards the company in a research related to the three concepts comprised in the TPB. The concept of attitude towards behavior is illustrated through the variable of corporate image and satisfaction. The concept of subjective norms is represented by the customers loyalty variable, while the concept of perception of behavioral control is represented by the purchase interest variable.

Corporate Social Responsibility (CSR)

The World Business Council for Sustainable Development defines CSR as a form of social responsibility program that put more emphasis on economic development in a broader sense, not only in the context of charity, but also may be directed towards employees and their families, as well as the community around the environment of business people with the aim of improving the quality of life (Kotler and Lee, 2005). This definition perceives CSR as a business activity to engage directly with stakeholders to maintain the company's existence the social environment.

Corporate Image

The American Marketing Association in Kotler and Armstrong (2008) defines corporate image as a name, term, sign, symbol, design, or combination of these, intended to identify the goods/services of the seller to distinguish them from competing goods/services. The corporate image will continue to change along with the change of information, and it is determined by the factor of customer trust in the information. Therefore, to create a positive corporate image for business sustainability, companies are advised to implement CSR that will create positive customers' perceptions.

Customer Satisfaction

Kotler and Armstrong (2008) defines customer satisfaction as the result of the company performance felt by customers that meet customer expectations. Customer satisfaction is derived from the cognitive processes and is manifested in its attitude towards a particular product/service that is influenced by various factors, where emotional factors play a significant role.

Customer Purchase Interest

To maintain the performance amidst the competitive business, the company is required to have a designated marketing strategies to provide innovation, difference, or uniqueness to attract customers interest in the products offered so as to generate purchase interest. According to Asseal (1998), buying interest is the desire and actions of customers as measured by the level of likelihood that customers will buy a product. Buying interest will arise spontaneously if customers give a positive response to a product/service offered by the company.

Customer Loyalty

Peter and Olson (2000: 162) reveal that customer loyalty is the attitude/behavior of customers who have the desire to make a repurchase of goods/services. Customer loyalty is an important factor in measuring customer repurchases. Customer loyalty is directly influenced by customer satisfaction/dissatisfaction that has been accumulated within a certain period of time as perceptions of product quality.

Research Framework

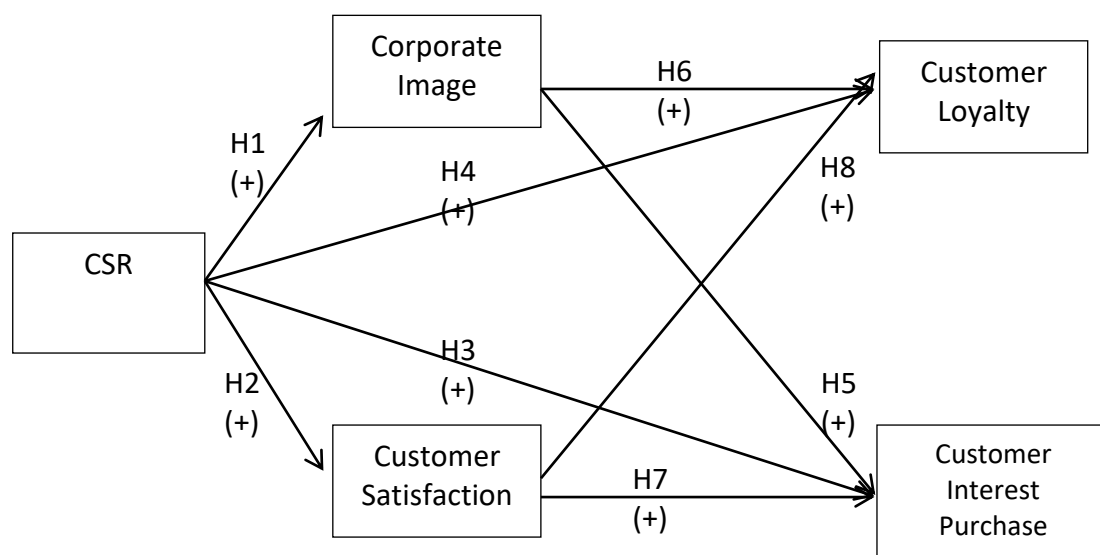


Figure 1. Research Framework

Research Hypothesis

The effects of CSR on corporate image

Stakeholder theory highlights that the company should not only run its business for its own sake, but also provide benefits for the stakeholders. Companies can provide benefits and meet the expectations of the community by implementing CSR, so as to improve the corporate image. The research by Brammer and Millington (2005) reveal that corporate image increases when involved in charitable activities. Even Morf, Schumacher, and Vitell (1999) demonstrate that there is a positive relationship between CSR and corporate image.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H1: CSR has a positive effect on corporate image.

The effect of CSR on customer satisfaction

CSR can be related to stakeholder theory. Companies can provide benefits and meet the expectations of stakeholders by implementing CSR. If the company has provided benefits to customers (stakeholders), customers will feel satisfied with the benefits they have felt. The company will try to satisfy customers for the company's sustainability. Customer satisfaction can be an advantage in business competition. A research conducted by Hsu (2012) has proven that the concept of CSR can have a positive effect on customer satisfaction. Another study from Hanaysha (2017) states that the application of CSR is able to have a significant positive impact on customer satisfaction.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H2: CSR has a positive effect on customer satisfaction.

The effect of CSR on customer purchase interest

CSR can be related to stakeholder theory. On this account, companies can provide benefits to stakeholders by doing CSR. Providing benefits to customers, the company will be able to attract customers interest in the products offered by the company. A research by Creyer and Ross (1997) reveals that the positive attitudes or behaviors of companies that exceed customer expectations will have a positive impact on the intention to buy a product/service. Even Sen and Bhattacharya (2001) demonstrate that customers' interest to buy a product or service will increase due to social responsibility activities of the company.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H3: CSR has a positive effect on customer purchase interest.

The effect of CSR on customer loyalty

CSR can be linked to stakeholder theory. By implementing CSR, the company can provide benefits to stakeholders to make customers repurchase the goods/services of the company. The research by Smith (2003) highlights that 88% of customers tend to repurchase from companies that carry out CSR. Another study from Maignan and Ferrel (2004) states that customers will seek benefits from the company, which indicates that the application of CSR has a significant positive effect on customer attitudes.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H4: CSR has a positive effect on customer loyalty.

The effect of corporate image on customer purchase interest

The theory of planned behavior (TPB) indicates that corporate image variables can be related to TPB. The company's image is in accordance with the concept of attitude in this theory, which determines the judgment of someone to like or dislike something. Whereas buying interest is in accordance with the concept of perceptions of behavioral control, which is one's belief about the degree of control they can bring up on their behavior. The research by Han and Schmitt (1997)

proves that companies having a good corporate image will have a good level of product sales. Other studies from Loudon and Bitta (1988) indicate that customers will purchase products/services from companies with a good corporate image, because customers will try to reduce the risk of purchasing.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H5: The corporate image has a positive effect on customer purchase interest.

The effect of corporate image on customer loyalty

TPB can be associated with the variable of corporate image and customer loyalty. The corporate image is in accordance with the concept of attitude in this theory, which determines one's judgment of either liking or disliking something. While customer loyalty variables are in accordance with the concept of subjective norms which refer to a social pressure that arises to do or not do an action. A company that has a good or positive corporate image will have high customer loyalty.

A study by Aaker (2004) proves that corporate image is one of the main factors in increasing customer loyalty. Another study from Maden et al (2012) proves that corporate image has a positive and significant effect on customer loyalty in the transportation, lodging and banking services sectors.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H6: The corporate image has a positive effect on customer loyalty.

The effect of customer satisfaction on customer purchase interest

The variable of customer satisfaction can be associated with TPB. Satisfaction is in line with the concept of attitude in this theory, which determines a person's judgment to like or dislike something. Whereas buying interest is in accordance with the concept of perception of behavioral control which indicates a person's belief about how much control they have to bring up a certain behavior.

The research by Anderson and Sullivan (1993) proves a positive relationship between customer satisfaction and customer purchase interest. Another study by Adji and Samuel (2014) demonstrates the significant positive influence between customer satisfaction on customer purchase interest at Starbucks of The Surabaya Square.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H7: Customer satisfaction has a positive effect on customer purchase interest.

The effect of customer satisfaction on customer loyalty

TPB can be associated with customer satisfaction variables. Satisfaction is in accordance with the concept of attitude in this theory, which determines a person's judgment to like or dislike something. While customer loyalty is in accordance with the concept of subjective norms which refer to a social pressure that arises to do or not do an action. Customers who are satisfied will tend to make repurchases or are loyal to the company. The research by Rahim (2012) proves the relationship between customer satisfaction and customer loyalty. Other studies by Heryeni, Mulyati, and Laoli (2017), prove that customer satisfaction partially has a positive and significant impact on customer loyalty in the saving account product of BRI Khatib Sulaiman Branch Office.

Based on the aforementioned explanation, the authors propose the following hypothesis:
H8: Customer satisfaction has a positive effect on customer loyalty.

Research Method

Population and Determination of Research Samples

This study uses the total number of residents in the Yogyakarta city area who are customers in the Waroeng Group as the research population. The research population was selected based on a

preliminary study revealing that there were as many as 300 customers per day. On this account, Slovin formula can be used to measure the minimum number of samples as explained in the followings:

$$n = \frac{N}{1 + Ne^2}$$

Description:

- n : The minimum number of samples needed
- N : Total population
- E : Tolerable error bound

The percentage of errors that are generally tolerated in social research is 5-10%. Thus, the researchers used a fault tolerance level of 10% in the current research.

$$n = \frac{300}{1 + 300 \times 10\%^2}$$
$$n = 99,6677740864$$

The above calculation results shows that the number of samples to be taken amounted to 100 samples from the total population. The research used the purposive sampling technique. The researchers selected a sample based on the criteria of residents of the Yogyakarta City area who become the customers of Waroeng Group and have been informed about the CSR program of the Waroeng Group.

Data Collection Sources and Techniques

This is a quantitative study using the primary data source obtained directly from respondents. The data were collected using a survey method by distributing questionnaires. The questionnaire contained statements about the variables used to test the hypothesis. The questionnaire distributed to respondents is a closed direct questionnaire because respondents were only required to select one of the answers that was considered the most correct.

Operational Definition and Variable Measurement

This study used two types of variables namely the dependent variable and independent variables. These research variables were measured using a Likert scale measurement.

Corporate Social Responsibility

In measuring CSR variables, researchers adapted questionnaires from the previous studies conducted by Huang, Yen, Liu, and Huang (2014) and Chung, Yu, Choi, and Shin (2015) by conditioning the research context. The indicators for measuring CSR variables are presented in Table 1 as follows.

Table 1. Questionnaire Statements Items of CSR Variables

Dimensions and Statement Items	References
Philanthropic Responsibilities	
1. Waroeng Group supports community cultural activities such as the provision of sponsorship for some activities.	Huang <i>et al.</i> , (2014), Chung <i>et al.</i> , (2015)
2. Waroeng Group participates in social and charity activities such as through <i>Waroeng Peduli</i> activities.	
3. Waroeng Group helps to improve the quality of life, such as through <i>Waroeng Bergerak</i> activities.	
Ethical Responsibility	
1. Waroeng Group supports employee education and development.	
2. Waroeng Group saves energy and reduces pollution through the use of alternative transportation.	
3. Waroeng Group protects personal data of the customers.	
Economics and Legal Responsibility	
1. Waroeng Group shows a quite rapid development, so I am convinced that Waroeng Group can guarantee the profits for investors.	
2. Waroeng Group indicates a quite rapid development, so I am convinced that Waroeng Group can improve the company's operational performance.	
3. Waroeng Group informs its financial condition to investors openly.	
4. Waroeng Group can obey the law, applicable rules and regulation and pay taxes regularly.	

Corporate Image

In measuring the variable of corporate image, the researchers adapted the concept from the previous research conducted by Huang, Yen, Liu, and Huang (2014) by conditioning the research context. The indicators in measuring the variables of corporate image are presented in Table 2 as follows:

Tabel 2. Questionnaire Statement Items of Corporate Image Variable

Statement Items	References
1. I have a good impression of the Waroeng Group Company.	Huang <i>et al.</i> , 2014
2. Waroeng Group Company have good intentions and is trustworthy.	
3. The Waroeng Group Company has a better reputation or image than other companies.	
4. In my opinion, overall, the Waroeng Group Company has a good corporate image.	

Customer Satisfaction

In measuring customer satisfaction variables, the researchers adapted the questionnaires from the previous studies conducted by Kaur and Soch (2012) by conditioning the research context. The indicators in measuring the Customer Satisfaction variable are presented in Table 3 as follows.

Table 3. Items of Questionnaire Statements of Customer Satisfaction Variable

Statement Items	References
1. Waroeng Group's corporate social responsibility policy has met my expectations.	Kaur and Soch, 2012
2. Overall, I am satisfied with Waroeng Group's corporate social responsibility activities.	
3. Overall, I am satisfied with the products and services provided by Waroeng Group.	

Purchase Interest

In measuring the variables of purchase interest, the researchers adapted questionnaires from the previous studies conducted by Oliver (1997) and Krishnamurthy and Sivaraman (2002) by conditioning the research context. The indicators for measuring Customer Purchase Interest variables are presented in Table 4 as follows.

Table 4. Questionnaire Statement Items of Customer Interest Variable

Statement Items	References
1. Because Waroeng Group has a CSR program known as <i>Waroeng Peduli</i> , I decide to buy their products.	Oliver (1997), Krishnamurthy and Sivaraman (2002)
2. Because Waroeng Group has a CSR program known as <i>Waroeng Peduli</i> , I prefer buying products at Waroeng Group to buying products of other companies of the same quality.	
3. After buying products from Waroeng Group, I will repurchase products from the company because they have a Waroeng Peduli CSR program.	

Customer Loyalty

In measuring customer loyalty variables, the researchers adapted the questionnaires from the previous studies conducted by Ishaq (2012) by conditioning the research context. The indicators in measuring the Customer Loyalty variable are presented in Table 5 as follows.

Table 5. Questionnaire Statement Items of Customer Loyalty Variable

Statement Items	References
1. I decide to buy Waroeng Group products since it is always the first choice.	Ishaq, 2012
2. I often buy the products of Waroeng Group.	
3. I have shared positive things about Waroeng Group to my colleagues.	
4. I once recommended Waroeng Group products to colleagues who asked me for advice.	
5. I have invited other people to consume products from Waroeng Group.	

Data Analysis Technique and Hypothesis Testing

Data analysis method

In this study, the researchers used the form of Structural Equation Model (SEM) to analyze the data. Ghozali (2006) says that SEM is a collection of statistical methods to test a relatively complex relationship simultaneously. The complex relationship consists of one or more dependent variables with one or more independent variables. Each dependent and independent variable can be in the form of factors or constructs that are built from various indicators.

To analyze the data, the researchers also used PLS (Partial Least Square) for regression-based methods in model development as well as methods in social science research with a prediction-oriented approach. PLS assumes a research that is free of distribution, which means that the research does not refer to any particular distribution. PLS alternative method of SEM is used to analyze data from the research with the relationship problem between complex variables with a small number of data samples (30-100).

The researcher uses Smart PLS3.0 software to analyze the data in this study. Smart PLS3.0 can be used to process research data with variance-based SEM types, namely PLS. PLS-SEM was used in this study because the sample size requirements of PLS-SEM are affordable. In addition, it can take into account measurement errors when assessing structural models and do not consider multivariate normality.

Data quality test

Ghozali (2006) says that data quality testing using the PLS method consists of two types of tests, namely the measurement model (outer model) and the structural model (inner model).

Measurement Model (Outer Model)

Validity test

Validitas test is intended to ensure that the indicators used by the researchers in this research can be understood well by respondents to avoid misunderstanding of the indicators used. To test the validity in this study, the researchers used convergent validity and discriminant validity. Ghozali (2006) demonstrates that convergent validity is the value of factor loading on latent variables with predetermined indicators. In addition, Convergent Validity can be assessed with the value of AVE.

Discriminant validity in the measurement model is done by reflecting indicators that are assessed based on cross loading factors that will be used to determine whether the construct has adequate discrimination or not. This method can be done by comparing the AVE root value and the correlation value between latent variables. According to Ghozali (2006), the root value of AVE must be greater than the correlation between latent variables.

Reliability test

Reliability test is used to test the consistency, accuracy and appropriateness of the questionnaire as a measurement tool to measure the stability of the questionnaire (Ghozali, 2006). In this study, to measure reliability, the researchers used composite reliability and Cronbach's alpha. Composite Reliability and Cronbach's alpha are indices to show the extent of trustworthiness and reliability of the measuring instrument used. According to Ghozali (2006), a construct can be said to be reliable if the composite reliability value is more than 0.70.

Structural Model (Inner Model)

R-square test (R^2)

According to Ghozali (2006) the R-Square test is used to measure the percentage of influence of all variables, both the dependent variable and the independent variable as shown by the R-square determination coefficient between one and zero. When the value of R-square approaches one, it indicates a percentage with a big influence. The value of R-Square (R^2) is 0.75; 0.50; and 0.25, and thus it can be concluded that the model is strong, moderate, and weak.

T-statistics test

According to Ghozali (2006), the T-statistic test was calculated by comparing the results of the T-count with the T-Table. T-test is with a significance level of 0.05 ($t\text{-count} > t\text{-table}$) of the structural path parameters.

Path coefficient

Path coefficient is a standardized regression coefficient (β) which shows the direct effect of the independent variable on the dependent variable in the path model. Hence, according to Ghozali (2006), if a model has two or more causal variables, the path coefficients are partial coefficients of regression to measure the degree of influence between one variable on another variable in the control path model for other main variables, using standardized data (β) or correlation matrix as input.

Direct and Indirect Test

In this study, the T-statistic test of both the direct and indirect test results in the following conditions:

1. If CSR has a significant positive effect on corporate image, CSR has a significant positive effect indirectly on customer loyalty through corporate image.
2. If CSR has a significant positive effect on corporate image, CSR has a significant positive effect indirectly on customer buying interest through corporate image.
3. If CSR has a significant positive effect on customer satisfaction, CSR has a significant positive effect indirectly on customer loyalty through customer satisfaction.
4. If CSR has a significant positive effect on customer satisfaction, CSR has a significant positive effect indirectly on customer purchase interest through customer satisfaction.

Results and Discussion

Data Collection

The respondents in this study are the average population in the Yogyakarta City area who are Waroeng Group customers and know the CSR programs of Waroeng Group. The researchers have collected primary data obtained from 127 questionnaires distributed to respondents. However, the researchers could only 100 questionnaires since the remaining 27 questionnaires were not answered completely by the respondents.

Characteristics of Respondents

The characteristics of 100 respondents who were involved in the study can be identified based on gender, age group, level of education, occupation, as well as level of income as summarized in Table 6.

Tabel 6. Responden Characteristic

		Total	Percentage
Gender	Men	40	40%
	Woman	60	60%
Age	<20 Years Old	6	6%
	20-25 Years Old	75	75%
	25-30 Years Old	5	5%
	30-35 Years Old	4	4%
	35-40 Years Old	3	3%
	>40 Years Old	7	7%
Education	Jr High School	3	3%
	Sr High School	37	37%
	Diploma	13	13%
	Undergraduate	41	41%
	Master	5	5%
	Doctoral	1	1%
Work	Student	59	59%
	Teacher/Lecture	5	5%
	Government Official	6	6%
	Private Employee	20	20%
	Enterprenour	8	8%
	Unemployed	2	2%
Salary	<Rp1.000.000,-	31	31%
	Rp1.000.000,- - Rp2.000.000,-	33	33%
	Rp2.000.000,- - Rp3.000.000,-	16	16%
	Rp3.000.000,- - Rp4.000.000,-	3	3%
	Rp4.000.000 –	8	8%
	Rp5.000.000,- >Rp 5.000.000,-	9	9%

Source: Primer Data,2019

Based on the characteristics of the respondents in the above table, it can be concluded that most of respondents are women with a total of 60 people (60%). The most dominant age group of the respondents was 20-25 years old amounting to 75 people (75%). Most of respondents who had completed their undergraduate education amounted to 41 people (41%). Most of respondents in this study were students with a total of 59 people (59%). The predominating income level earned by most of respondents amounted to Rp1,000,000-Rp2,000,000 with 33 people (33%).

Testing the Measurement Model (Outer Model)

Validity test

Convergency validity can be seen from the outer loading and AVE values. A reflective measure is said to be high if the value of the outer loading (loading factor) is > 0.70 with the construct to be measured. Details of the analysis of Outer Loadings can be seen in Table 7.

Tabel 7. Outer Loading

Construct	Items	CSR	Company Image	Customer Satisfaction	Customer Loyalty	Customer Purchase Interest	Note
CSR	CSR1	0,768					Valid
	CSR2	0,719					Valid
	CSR3	0,775					Valid
	CSR4	0,746					Valid
	CSR5	0,774					Valid
	CSR6	0,755					Valid
	CSR7	0,740					Valid
	CSR8	0,762					Valid
	CSR9	0,701					Valid
	CSR10	0,717					Valid
Company Image	CP1		0,800				Valid
	CP2		0,860				Valid
	CP3		0,836				Valid
	CP4		0,833				Valid
Customer Satisfaction	KK1			0,896			Valid
	KK2			0,922			Valid
	KK3			0,848			Valid
Customer Loyalty	LK1				0,870		Valid
	LK2				0,789		Valid
	LK3				0,820		Valid
	LK4				0,903		Valid
	LK5				0,898		Valid
Customer Purchase Interest	MBK1					0,882	Valid
	MBK2					0,914	Valid
	MBK3					0,927	Valid

Source: Result SmartPLS3.0,2019

Table 7 indicates that all indicators in the questionnaire to measure the research variables are declared valid. This is evidenced by looking at the outer loading value indicating the number of > 0.70 .

Fornell and Larcker (1981) articulate that the AVE value should be greater than 0.50, so that it can meet the validity requirements. Details of the results of the AVE analysis are presented in Table 8.

Tabel 8. AVE

Construct	AVE	Note
CSR	0.556	Valid
Company Image	0.693	Valid
Customer Satisfaction	0.791	Valid
Customer Loyalty	0.734	Valid
Customer Purchase Interest	0.824	Valid

Source: Result SmartPLS3.0,2019

Table 8 shows that the value of AVE in each variable has resulted in the value of AVE of > 0.50. Thus, it is conclusive that the indicators used in the study are declared valid because they meet the requirements of convergent validity.

Meanwhile, discriminant validity can be seen from the cross loading value and AVE root value. If the correlation of constructs with measurement items get greater results than the size of other constructs, it can be said that latent constructs are able to predict sizes in blocks that are bigger than other block sizes. The results of the analysis of cross loading can be seen in Table 9.

Tabel 9 *Cross Loading*

	CSR	Company Image	Customer Satisfaction	Customer Loyalty	Customer Purchase Interest
CP1	0.541	0.800	0.679	0.568	0.601
CP2	0.712	0.860	0.604	0.602	0.614
CP3	0.621	0.836	0.553	0.579	0.645
CP4	0.624	0.833	0.552	0.609	0.585
CSR1	0.768	0.558	0.351	0.465	0.462
CSR10	0.717	0.469	0.282	0.463	0.534
CSR2	0.719	0.583	0.359	0.522	0.467
CSR3	0.775	0.563	0.367	0.533	0.534
CSR4	0.746	0.533	0.370	0.411	0.519
CSR5	0.774	0.590	0.384	0.420	0.482
CSR6	0.755	0.537	0.336	0.451	0.398
CSR7	0.740	0.518	0.442	0.448	0.518
CSR8	0.762	0.670	0.429	0.591	0.593
CSR9	0.701	0.561	0.493	0.528	0.466
KK1	0.476	0.658	0.896	0.618	0.639
KK2	0.518	0.665	0.922	0.594	0.607
KK3	0.366	0.580	0.848	0.518	0.528
LK1	0.563	0.596	0.507	0.870	0.752
LK2	0.471	0.596	0.530	0.789	0.674
LK3	0.483	0.597	0.649	0.820	0.632
LK4	0.671	0.632	0.561	0.903	0.744
LK5	0.595	0.611	0.539	0.898	0.718
MBK1	0.592	0.698	0.695	0.746	0.882
MBK2	0.613	0.631	0.545	0.737	0.914
MBK3	0.620	0.665	0.569	0.753	0.927

Source: Result SmartPLS3.0,2019

Based on table 9, it is possible to conclude that the indicator loading value of a variable is greater than the cross loading value (the loading value is against other variables). Thus, the

validity test results above have met the requirements of discriminant validity testing, and thus this research can be declared valid.

According to Fornell and Larcker (1981), if the AVE root value in each construct is greater than the correlation value between constructs and other constructs in the model, it can be said to have a good discriminant validity value. The results of the analysis of the AVE root values is demonstrated in Table 10.

Tabel 10. *Correlation of the laten variable dan Square Roots of AVE*

	CSR	Company Image	Customer Satisfaction	Customer Loyalty	Customer Purchase Interest
CSR	0,746				
Company Image	0,753	0,832			
Customer Satisfaction	0,515	0,715	0,889		
Customer Loyalty	0,653	0,708	0,651	0,857	
Customer Purchase Interest	0,670	0,734	0,668	0,822	0,908

Source : Result SmartPLS 3.0, 2019

Note: The bold number is the root of AVE

The above table indicates that the AVE root of the CSR construct of 0.746 is greater than the correlation between CSR with Corporate Image, Customer Satisfaction, Customer Loyalty, and Customer Purchase Interest. The AVE root of the Corporate Image construct is 0.832 greater than the correlation between Corporate Image and Customer Satisfaction, Customer Loyalty, and Customer Purchase Interest. AVE root of the construct of Customer Satisfaction of 0.889 is greater than the correlation between Customer Satisfaction with customer Loyalty and Customer Purchase Interest. AVE root of the construct of Customer Loyalty is 0.857 greater than the correlation between Customer Loyalty and Customer Purchase Interest. Whereas, the root of AVE from the construct of Customer Purchase Interest is 0.908. Thus, the test results indicates that all constructs in the data have high discriminant validity.

Reliability test

By using PLS, reliability testing can be measured by two criteria, namely composite reliability and Cronbach alpha of the block of indicators to measure the constructs. Ghozali (2006) articulates that a construct is said to be reliable if the composite reliability value is greater than 0.70. Meanwhile, the Cronbach alpha value is greater than 0.60. Details of the analysis of composite reliability and Cronbach's alpha are illustrated in Table 11.

Tabel 11 *Nilai Composite Reliability dan Cronbachs Alpha*

	Cronbach's Alpha	Composite Reliability	Note
CSR	0.911	0.926	Reliabel
Company Image	0.852	0.900	Reliabel
Customer Satisfaction	0.868	0.919	Reliabel
Customer Loyalty	0.909	0.932	Reliabel
Customer Purchase Interest	0.893	0.934	Reliabel

Source: Result SmartPLS3.0,2019

The results of the instrument reliability test summarized in the table above pinpoints that all constructs for all statement items in the questionnaire regarding the variables of CSR, Corporate Image, Customer Satisfaction, Customer Loyalty, and Customer Purchase Interest have composite reliability values of > 0.70 and cronbach alpha of ≥ 0.60. Thus, it is conclusive that all constructs have high or good reliability values.

Evaluation of Structural Model (Inner Model)

Structural model testing (inner model) is used to assess the relationship between constructs, significant values, and the R-Square of the research model (Ghozali, 2006). In this study, the structural model was assessed using SmartPLS3.0 software. It was conducted by firstly looking at the value of R-Square (R^2) for each endogenous latent variable as the predictive power of the structural model.

R-Square Test

Changes in the value of R-Square (R^2) can explain the effect of certain exogenous latent variables on the extent of the substantive effects of endogenous latent variables (Ghozali, 2015). The R-Square (R^2) value of 0.75; 0.50; and 0.25 indicates that the model is strong, moderate, and weak. Details of the results of the R-Square (R^2) analysis are presented in Table 12.

Tabel12. *R-Square* (R^2)

	R Square
Company Image	0.567
Customer Satisfaction	0.265
Customer Loyalty	0.581
Customer Purchase Interest	0.617

Source: Result SmartPLS3.0,2019

Table 12 indicates the R-Square (R^2) of the Corporate Image variable of 0.567. These results imply that the influence of CSR on the Corporate Image variable has an R-Square (R^2) value of 56.7% which is classified in the moderate category.

The Customer Satisfaction variable produces an R-Square (R^2) value of 0.265. Thus, these results imply that the influence of CSR on customer satisfaction variables has an R-Square (R^2) value of 26.5%, which is classified in a weak category.

The Customer Loyalty variable produces an R-Square (R^2) value of 0.581. Thus, these results indicate that the influence of CSR, corporate image, and customer satisfaction on customer loyalty has an R-Square (R^2) value of 58.1%, which is classified in a moderate category.

Meanwhile, Customer Purchase Interest variable produces R-Square (R^2) value that is equal to 0.617. Thus, these results imply that the influence of CSR, corporate image, and customer satisfaction on customer purchase interest leads to an R-Square (R^2) value of 61.7% with the moderate category.

T-statistics test

T-Statistics Test is calculated by comparing the T-count value with the T-Table. T-table values are obtained by looking at the degree of freedom (df) and the level of significance (α). Degree of freedom (df) is gained by reducing the number of samples with the number of variables studied.

$$df = n - k$$

Note:

df: degree of freedom

n: number of samples

k: number of variables studied

The sample in this study amounted to 100 samples with 5 number of variables. The reduction results in the following:

$$df = 100 - 5 = 95$$

$$df = 95$$

The reduction results in the df value of 95 with α of 5%. Thus, it is possible to conclude that the T-Table value is 1.661. Details of the results of T-Statistics are presented in Table 13.

Tabel 13. T-Statistik

	T Statistics (O/STDEV)	T-Tabel	Note
CSR->Company Image	18.963	1.661	Accepted
CSR->Customer Satisfaction	4.590	1.661	Accepted
CSR->Customer Loyalty	2.020	1.661	Accepted
CSR->Customer Purchase Interest	2.380	1.661	Accepted
Company Image->Customer Loyalty	2.020	1.661	Accepted
Company Image->Customer Purchase Interest	2.704	1.661	Accepted
Customer Satisfaction->Customer Loyalty	2.802	1.661	Accepted
Customer Satisfaction->Customer Purchase Interest	3.185	1.661	Accepted

Source: Result SmartPLS3.0,2019

Table 13 illustrates that the T-Statistics value of the eight hypotheses tested shows a greater value than the T-Table value. Thus, it is conclusive that the eight hypotheses were accepted.

Path Coefficient

Path coefficient is the value of the path coefficient or the magnitude of the relationship or the influence of latent constructs. Details of the results of the path coefficient are presented in Table 14.

Tabel 14 Path Coefficient

	Original Sample (O)
CSR->Company Image	0.753
CSR->Customer Satisfaction	0.515
CSR->Customer Loyalty	0.293
CSR->Customer Purchase Interest	0.288
Company Image->Customer Loyalty	0.266
Company Image -> Customer Purchase Interest	0.298
Customer Satisfaction-> Customer Loyalty	0.310
Customer Satisfaction -> Customer Purchase Interest	0.306

Source: Result SmartPLS 3.0,2019

Table 14 illustrates that the value of the highest path coefficient on the relationship between CSR and Corporate Image is 0.753. Meanwhile, the lowest path coefficient value is found in the relationship between Corporate Image and Customer Loyalty, which is equal to 0.266.

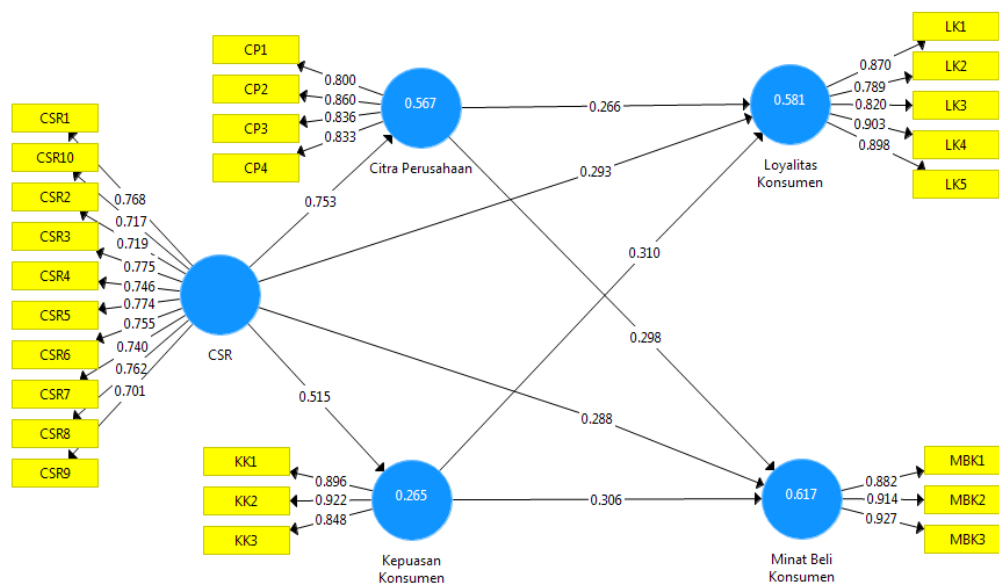


Figure 2. Model Path Coefficient

Hypothesis Testing Results

Hypothesis testing was done by looking at the path coefficient and comparing the T-Table with T-Statistics. Details of the results of testing the hypothesis in this study are presented in Table 15.

Tabel 15. Hipotesis Result

	Original Sample (O)	Significances	T-Table	T Statistics (O/STDEV)	Result
CSR->Company Image	0.753	5%	1.661	18.963	H1 Accepted
CSR->Customer Satisfaction	0.515	5%	1.661	4.590	H2 Accepted
CSR->Customer Purchase Interest	0.288	5%	1.661	2.380	H3 Accepted
CSR->Customer Loyalty	0.293	5%	1,661	2.020	H4 Accepted
Company Image->Customer Purchase Interest	0.298	5%	1.661	2.704	H5 Accepted
Company Image-> Customer Loyalty	0.266	5%	1.661	2.020	H6 Accepted
Customer Satisfaction->Customer Purchase Interest	0.306	5%	1.661	3.185	H7 Accepted
Customer Satisfaction->Customer Loyalty	0.310	5%	1.661	2.802	H8 Accepted

Source: Result SmartPLS 3.0, 2019

First Hypothesis Testing (H1)

The hypothesis testing shows that CSR has a significant positive effect on corporate image with a t-statistics value of 18.963 that is greater than the t-table value. The original sample value of 0.753 is positive, which indicates the positive relationship between CSR and corporate image. This means that the better the CSR program carried out by Waroeng Group, the better its corporate image. The results of this study support those of Brammer and Millington (2005) that corporate image increases when the company is involved in charitable activities. Even Morf, Schumacher, and Vitell (1999) prove that there is a positive relationship between CSR and corporate image.

Second Hypothesis Testing (H2)

The hypothesis testing implies that CSR has a positive effect on customer satisfaction with a t-statistic value of 4.590, greater than the t-table value. The original sample value of 0.515 is positive, which indicates the positive relationship between CSR and customer satisfaction. In other words, the better the CSR programs carried out by Waroeng Group the greater its customer satisfaction. The results of this study support those by Hsu (2012), which proves that the concept of CSR can have a positive effect on customer satisfaction. Another study by Hanaysha (2017) implies that the application of CSR can lead to a significant positive impact on customer satisfaction in the restaurant business in Malaysia.

Third Hypothesis Testing (H3)

The hypothesis testing demonstrates that CSR has a significant positive effect on customer purchase interest with a t-statistic value of 2.380 that is greater than the t-table value. The original sample value of 0.288 is positive, which highlights the positive relationship between CSR and customer buying interest. In other words, the CSR program carried out by the company encourages customer behavior to buy at Waroeng Group. The results of this study support those of Creyer and Ross (1997) proving that the positive attitude/behavior of companies such as CSR that exceeds customer expectations will have a positive impact on the customers' intention to buy a product/service. Another research by Sen and Bhattacharya (2001) proves that the customers' intention to buy a product/service will increase due to CSR activities carried out by the company.

Fourth Hypothesis Testing (H4)

The hypothesis testing indicates that CSR has a significant positive effect on customer loyalty with a t-statistic value of 2.020 that is greater than the t-table value. The original sample value of 0.293 is positive, which shows the positive relationship between CSR and customer loyalty. This means that the better the CSR implementation of the Waroeng Group the greater its customer loyalty as shown by customers' availability to be firm with their preference and their willingness to tell other customers about the positive things of the Waroeng Group. The results of this study support those of Smith (2003) proving that 88% of customers tend to make repurchases from companies that carry out CSR. Another study from Maignan and Ferrel (2004) reveals that customers will seek benefits from the company. Thus, the application of CSR has a significant positive effect on customer attitudes.

Fifth Hypothesis Testing (H5)

The hypothesis testing indicates that the corporate image has a significant positive effect on customer purchase interest with a t-statistic value of 2.704 that is greater than the t-table value. The original sample value of 0.298 is positive, which shows the positive relationship between the corporate image and customer purchase interest. That is, the Waroeng Group's image will improve customer interest in buying its products/services. The results of this study support those of Han and Schmitt (1997) implying that companies with a good corporate image will have a good level of product sales. Another study by Loudan and Bitta (1997) proves that customers will buy products/services from companies having a good corporate image, because customers do so to reduce the risk of purchasing.

Sixth Hypothesis Testing (H6)

The hypothesis testing points out that the corporate image has a significant positive effect on customer loyalty with a t-statistic value of 2.020 that is greater than the t-table value. The original sample value of 0.266 is positive, which indicates the positive relationship between the corporate image and customer loyalty. This means that the better the corporate image of Waroeng Group,

the higher its level of customer loyalty. The results of this study support those of Aaker (2004) proving that corporate image is one of the main factors to increase customer loyalty. Another study by Maden, et al (2012) demonstrates that corporate image has a positive and significant effect on customer loyalty in the transportation, lodging, and banking services sectors.

Seventh Hypothesis Testing (H7)

The hypothesis testing insinuates that customer satisfaction has a significant positive effect on customer purchase interest with a t-statistic value of 3.185 that is greater than the t-table value. The original sample value of 0.306 is positive, which indicates the positive relationship between customer satisfaction and customer purchase interest. That is, customer satisfaction on Waroeng Group products and services will increase customers' purchase interest. The results of this study support those of Anderson and Sullivan (2013) proving that there is a positive relationship between customer satisfaction and customer purchase interest. Another study by Adji and Samuel (2014) highlights a significant positive effect between customer satisfaction and customer purchase interest at Starbucks of The Surabaya Square.

Eighth Hypothesis Testing (H8)

The hypothesis testing indicates that customer satisfaction has a significant positive effect on customer loyalty with a t-statistic value of 2.802 that is greater than the t-table value. The original sample value of 0.310 is positive, which shows the positive relationship between customer satisfaction and customer loyalty. This means that Waroeng Group customers are satisfied with the company, and thus they will be loyal to the company. The results of this study support those of Rahim (2012) highlighting the relationship between customer satisfaction and customer loyalty. Another study by Heryeni, Mulyati, and Laoli (2017) reveal that customer satisfaction partially has a positive and significant effect on customer loyalty in the saving account product of BRI Khatib Sulaiman Branch Office.

Direct and Indirect Effects Between Variables

1. CSR has a significant positive effect on corporate image, and CSR has an indirect significant positive effect on customer purchase interest through corporate image.
2. CSR has a significant positive effect on corporate image, and CSR has an indirect significant positive effect on customer loyalty through corporate image.
3. CSR has a significant positive effect on customer satisfaction, and CSR has an indirect significant positive effect on customer purchase interest through customer satisfaction.
4. CSR has a significant positive effect on customer satisfaction, and CSR has an indirect significant positive effect on customer loyalty through customer satisfaction.

Conclusion

The research analysis leads to the following points:

1. Corporate Social Responsibility (CSR) has a positive and significant effect on corporate image, customer satisfaction, customer purchase interest and customer loyalty.
2. Corporate image has a positive and significant effect on customer purchase interest and customer loyalty.
3. Customer satisfaction has a positive and significant effect on customer purchase interest and customer loyalty.
4. CSR has an indirect significant positive effect on purchase interest and customer loyalty through the corporate image.
5. CSR has an indirect significant positive effect on purchase interest and customer loyalty through customer satisfaction.
6. CSR has a moderate effect on corporate image, purchase interest, and customer loyalty.

7. CSR has an insignificant effect on customer satisfaction.

Research Limitations

This study is not free from several limitations that may affect the overall results of the study as described below:

1. The weaknesses of data collection of this study using a questionnaire is likely not to reflect the actual situation and is potentially biased due to answers from respondents. This is attributed to the fact that there is a possibility that the respondents misinterpret the question items in the questionnaire leading to different answers between one respondent and another or do not complete the questionnaire seriously.
2. In this study, the 100 number of samples collected from Waroeng Group customer respondents in Yogyakarta does not include customers who come to the Waroeng Group outlet. Thus, it has not been able to represent the whole population of all Waroeng Group customers in Yogyakarta.

Suggestions

Based on the results of the study and the existing limitations, the researchers highlight the following suggestions:

1. It is suggested that further research can use a combination between questionnaire and interview to collect data more accurately.
2. It is recommended that further research use a larger number of samples to produce a more representative picture and a better level of accuracy in subsequent studies.
3. With the many CSR programs in the Waroeng Group, it is advised that further research can measure them based on more specific programs.

Research Implications

This research can be used as a reference to improve the subsequent research to develop the same issue. Thus, the implications of this research is listed below:

1. For students
The results of this study are expected to be useful for students to increase their understanding of the concepts of CSR and the importance of sustainable development.
2. For Business Parties
The results of this study are expected to improve the quality of CSR programs of Waroeng Group as a way to improve customer attitudes towards Waroeng Group.
3. For Further Research
It is expected that the results of this study can be referred by the further research as a consideration material.

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