The Influence of the Corporate Social Responsibility Implementation on the Company's Image

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Abstract. This study discusses the effect of corporate social responsibility (CSR) implementation on the corporate image in the Simping Mekar Rasa program and aims to determine the extent of the influence of sustainability, accountability, and transparency on CSR implementation by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa program on companies image which includes indicators of perception, cognition, motivation and attitudes of the assisted group members. This research uses quantitative methods. In this study, a sample of 22 respondents was taken, using a saturated sampling technique. The results showed that there was a positive and significant effect of sustainability on the corporate image by 42.5%. There is a positive and significant influence between accountability on the corporate image of 43.2%. There is a positive and significant influence between transparency on the company image of 38.9%. There is a positive and significant influence between CSR implementation on perceptions of 65.8%. There is a positive and significant influence between CSR implementation on cognition of 54.5%. There is a positive and significant influence between CSR implementation on motivation by 42.1%. There is a positive and significant influence between the implementation of CSR on attitudes of 79.1%. The conclusion of this study can be said that there is a positive and significant influence between the implementation of CSR on the corporate image of 54.1%.

1. Introduction

Corporate social responsibility is a program that has a long-term impact and has an important intangible value, not just a voluntary corporate activity, or can be measured by how much money is given. CSR is a situation where the company is involved and carries out actions that seem to increase some social activities outside the company's interests [1]. The corporate social responsibility (CSR) program has now become one of the company's efforts or strategies in improving the company's image which will also affect the company's financial performance as well as the importance of community development in implementing CSR [2].

The research was conducted by Yustisia Ditya Sari. The research discuss about the effect of Corporate Social Responsibility (CSR) Implementation on the Community Attitudes in the "street children" sponsorship programs (Doctoral dissertation, Petra Christian University) [2] Roland Benabou dan Jean Tirole. In his research discuss the benefits, costs and limits of socially responsible behaviour as a means to further societal goals. [3]. Tsoutsoura, M. (2004). Corporate social responsibility and financial performance. Using extensive data over a period of five years, this study explores and tests the sign of the relationship between corporate social responsibility and financial performance. [4]. Alexander, G. J., & Buchholz, R. A. (1978). Corporate social responsibility and stock market

performance. Examines the relationship between social responsibility and stock market performance of corporations in the U.S. for the period 1970-1974 [5]. Mohr, L. A., & Webb, D. J. (2005). The effects of corporate social responsibility and price on consumer responses: this experiment examined the influence of corporate social responsibility and price on consumer responses [6].

One of the company's efforts to create a sustainable community's welfare can be done through human empowerment or human capital. This human empowerment is one of the important things that can influence the implementation of CSR.The field of corporate social responsibility is rapidly developing. More than half of Fortune 1000 companies put out corporate social responsibility (CSR) reports issues. An enormous amount of companies than ever before are engaged in serious efforts to define and integrate CSR into all aspects of business [4].

One example of CSR implementation carried out by a limited liability company is the hydroelectric power generation company PT Pembangkit Jawa-Bali Cirata Generation Unit. PT Pembangkit Jawa-Bali Cirata Generation Unit has a strong commitment to contribute to society and the environment to achieve a leading company in Indonesia with world-class standards (World Class Company). By company policies on CSR, namely:

- Implementing CSR governance in obedience to the principles of Good Corporate Governance (GCG)
- Establish Community Empowerment as a strategic initiative for the implementation of the Company's CSR
- Implementing CSR work programs with a focus on controlling the impact of the company's operations.
- Implement work programs that support the Regional Development Plans and the Global Development Agenda (Sustainable Development Goals)

The implementation of CSR which is related to human empowerment at PT Pembangkit Jawa-Bali Cirata Generation Unit is included in the empowerment pillar, which is the pillar that focuses on empowering to improve the welfare of the surrounding community in a sustainable manner.

One of the flagship programs for empowerment pillars is the Simping Mekar Rasa Assistance program, which is a program for fostering and mentoring business groups that producing traditional "simping" food typical of Purwakarta Regency. This program runs for the next 4 years starts at the end of 2017. Until now, the simping mekar rasa business group has fostered starting from providing training to the support of production houses and production tools.

PT Pembangkit Jawa-Bali Cirata Generation Unit has seen the potential in the surrounding community, especially the ring I area where the company's assets operate. This area is the main focus of the company in implementing CSR programs, including the Simping Mekar Rasa business group located in Cadas Mekar Village, Tegalwaru District, Purwakarta Regency.

The Simping Mekar Rasa business group has the potential to empower the surrounding community, especially housewives. Which this included in the realization of one of the sustainable development goals, namely the empowerment of women in providing opportunities to participate in helping the family economy.

In the Mekar Rasa Simping Assistance program, it is hoped that this fostered group can contribute to the substance of CSR as a company's commitment to sustainable community empowerment.

The success factors of implementing CSR include such as the application of sustainability, accountability, and transparency. All these three conceptions provide the quality of growth in increasing the basis of CSR implementation of PT Pembangkit Jawa-Bali Cirata Generation Unit.

The contribution of PT Pembangkit Jawa-Bali Cirata Generation Unit in the implementation of the Simping Mekar Rasa Assistance program is a company strategy in increasing and boosting the company's image.

A strong company's image will provide plentiful benefits to the company. Because this company's image will also affect the performance of other companies. As an abstract matter, companies need to pay attention to the image formation by the public to the company.

Image is the impression that a person gets based on their knowledge and understanding of facts or reality. To find out about a person's image of an object, it can be seen from their attitude towards the object. Besides, image formation shows how stimuli originating from outside are organized and influence the response. [7]

Based on this understanding, it can be implied that the emergence of perceptions, cognition, motivation, and positive attitudes from members of the fostered group will support the process of forming a positive image of the company and the achievement of CSR implementation goals that suitable with the commitment of PT Pembangkit Jawa-Bali Cirata Generation Unit. The purpose of this study is determine the extent of the influence of sustainability, accountability, and transparency on CSR implementation by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa program on companies image which includes indicators of perception, cognition, motivation and attitudes of the assisted group members. The method used in this study is quantitative methods.

2. Research Methods

This research uses quantitative methods and the research data is obtained through the survey methods. The research population consisted of 22 members of Simping Mekar Rasa, all of whom were used as research samples based on the determination by the saturated sample technique. This research is strengthened by collecting data which contains information that relevant to the research problems and the field facts through literature review, literature studies, and online data search as well as field studies through observation, distributing questionnaires to respondents, which the members of Simping Mekar Rasa and interviews to the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit. Furthermore, the researchers used the simple regression analysis techniques to determine the extent and the amount of how much influence the implementation of CSR on the company's image.

3. Results and Discussion

3.1. The influence of sustainability on company image

The influence result of sustainability on company image can be seen in the correlation coefficient and determination table as follows:

Table 1. The correlation coefficient & determination of the sustainability table – image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652ᵃ	,425	,400	4,001

a. Predictors: (Constant), Sustainabillity

The calculation of the correlation value (R) produces a positive number of 0.652 (See table 1). Furthermore, to find out how much influence sustainability has on the image, it is done by calculating the percentage with the coefficient of determination formula as follows:

$$KD = r^2 \times 100\%$$
$$= (0.652)^2 \times 100\%$$
$$= 42.5\%$$

Based on the coefficient of determination calculation, it can be seen that the effect of the sustainability indicator on the image variable is 42.5% and the remaining 57.5% is influenced by other factors that are not examined.

After obtained the coefficient of determination analysis, the results of data processing on the effect of sustainability on the company image are achieved as follows:

Table 2. The simple linear regression result of the sustainability-image

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	8,963	8,542		1,049	,305
	Sustanabillity	2,638	,640	,652	4,120	,000

Coefficients[a]

a. Dependent Variable: Citra

The calculation of statistical tests achieved a constant value (a) of 8,963 and a regression coefficient value (b) of 2,638 (see table 2), therefore, a simple linear regression analysis equation can be formed as follows:

Y = 8.963 + 2.638X

Based on this equation, it can be pointed out that sustainability has a positive effect on company image.

The results of the data processed indicate that there is a positive and significant influence between the Sustainability of Public Relations of PT. Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on the Company's Image on the Assisted Group Members with a result of 42.5%. The existence of this positive and significant number identifies that if the better the implementation of sustainability, the more it will influence too, and the image of PT. Pembangkit Jawa-Bali Cirata Generation Unit will increase among the assisted group members.

The sustainability principle plays a role in realizing the aims of implementing the Public Relations program of PT. Pembangkit Jawa-Bali Cirata Generation Unit in order that the Simping Mekar Rasa group can evolve and be independent. As one aspect of CSR implementation, sustainability is implemented by the Public Relations of PT. Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa program also has a part in building the community's economy and cares about social as well as environmental issues in an attempt to improve community welfare and can escalate the company's image and reputation in the long term period.

This is reinforced by the opinion of David Crowther, who stated that sustainability is a principle related to the actions taken this time and has an impact and influence on the steps that can be taken for the future [8].

3.2. The influence of accountability on company image

The accountability effect result on company image can be seen in the correlation coefficient and determination table as follows:

Table 3. The correlation coefficient & determination of accountability table–image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,657[a]	,432	,407	3,975

Model Summary

a. Predictors: (Constant), Accountability

The calculation of correlation (R) produces a positive number of 0.657 (See table 3). Furthermore, to find out how much influence accountability has on the image, it is done by calculating the percentage with the coefficient of determination formula as follows:

KD = r^2 x 100%

$$= (0.657)^2 \times 100\%$$
$$= 43.2\%$$

Based on this coefficient of determination calculation, it can be seen that the effect of the accountability indicator on the image variable is 43.2% and the remaining 56.8% is influenced by other factors that are not examined.

After the coefficient of determination analysis is obtained, later find that the results of data processing towards the data analysis of the accountability effect on company image are acquired as follows:

Table 4. The simple linear regression result of accountability-image

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	21,065	5,541		3,802	,001
	Accountability	2,911	,696	,657	4,183	,000

a. Dependent Variable: Citra

The statistical tests calculation obtained a constant value (a) of 21,065 and a regression coefficient (b) of 2,911 (See table 4), thus a simple linear regression analysis equation can be formed as follows:

$$Y = 21.065 + 2.911X$$

Derived on this equation, it can be said that accountability has a positive influence on company image. The results of this data processing can be interpreted that there is a positive and significant influence between the Accountability of Public Relations of PT. Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on Company Image among the Assisted Group Members with a result of 43.2%. The existence of this positive and significant number identifies that if the better the application of accountability, the more influential it will be and increasing the image of PT. Pembangkit Jawa-Bali Cirata Generation Unit among the assisted group members.

The accountability principle is also an important aspect of CSR implementation. Given this principle, it can provide clarity in implementing CSR, which is right on target for members as the recipients of the Simping Mekar Rasa program.

This is strengthened by David Crowther's notion, which states that the accountability principle is a company's effort to be open and responsible for the activities that have been carried out. Accountability is needed when company activities affect and influenced by the external environment [8].

3.3. The influence of transparency on company image

The transparency effect result on company image can be seen in the correlation coefficient and determination table as follows:

Table 5. The correlation coefficient & determination of the transparency table -image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,632ᵃ	,389	,362	4,124

a. Predictors: (Constant), Transparency

The calculation of correlation (R) produces a positive number of 0.632 (See table 5). Furthermore, to discover how much transparency influence the image is done by calculating the percentage with the determination coefficient formula as follows:

$$\text{KD} = r^2 \times 100\%$$
$$= (0.632)^2 \times 100\%$$
$$= 38.9\%$$

Based on the determination coefficient calculation, it can be concluded that the influence of the transparency indicator on the image variable is 38.9% and the remaining 61.1% is influenced by other factors not examined.

After received the determination coefficient analysis, later the data processing result towards the transparency effect data analysis on company image was obtained as follows:

Table 6. The simple linear regression result of transparency-image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	22,550	5,669		3,978	,001
	Transparency	2,764	,723	,623	3,824	,001

a. Dependent Variable: Citra

The statistical tests calculation obtained a constant value (a) of 22,550 and a regression coefficient (b) of 2,764 (see table 6), thus a simple linear regression analysis equation can be formed as follows:

$$Y = 22.550 + 2.764X$$

Based on these equations, it can be inferred that transparency has a positive influence on company image.

The results of this data processing can be interpreted that there is a positive and significant influence between the Transparency of Public Relations of PT. Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on the Company's Image among the Assisted Group Members with a result of 38.9%. The existence of this positive and significant number identifies that if the better the transparency application, the more influential it will be and increase the image of PT Pembangkit Jawa-Bali Cirata Generation Unit among the assisted group members.

Transparency is a principle whereby an external impact is obviously reported without being hidden [8]. The transparency principle is considered to provide open information about the requirements and procedures or even evaluation for the program recipients, in this case, are the fostered members of Simping Mekar Rasa.

3.4. The influence of the corporate social responsibility implementation on perceptions

The corporate social responsibility implementation effect result on perceptions can be seen in the table of correlation coefficient and determination as follows:

Table 7. The correlation coefficient & determination of CSR implementation – perception

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,811^a	,658	,643	,976

a. Predictors: (Constant), Implementasi CSR

The calculation of correlation (R) produces a positive number of 0.811 (See table 7). Furthermore, to discover how much influence that CSR implementation on perceptions is carried out by calculating the percentage with the determination coefficient formula as follows:

$$\text{KD} = r^2 \times 100\%$$

$$= (0.811)^2 \text{ x } 100\%$$
$$= 65.8\%$$

Based on the determination coefficient calculation above, it can be seen that the effect of CSR implementation on perceptions is 65.8% and the remaining 34.2% is influenced by other factors that are not examined.

After obtained the coefficient of determination analysis, later the data processing results towards the data analysis of the CSR implementation influence on perceptions are gained as follows:

Table 8. The simple linear regression result of CSR implementation – perception

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	7,658	2,035		,815	,424
	ImplementasiCSR	,365	,055	,811	6,645	,000

a. Dependent Variable: Persepsi

The statistical tests calculation discover a constant value (a) of 7,658 and a regression coefficient (b) of 0.365 (see table 8), thus a simple linear regression analysis equation can be formed as follows:

$$Y = 7.658 + 0.365X$$

Derived from this equation, it can be said that CSR implementation has a positive effect on perceptions.

This data processing results can be interpreted that there is a positive and significant influence between the implementation of Corporate Social Responsibility by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on the Perception of the Assisted Group Members with a result of 65.8%. The presence of this positive and significant number identifies that if the better the CSR implementation, the more influential it will be and upward the members' perception of the PT Pembangkit Jawa-Bali Cirata Generation Unit image.

Perception is the first stage carried out by individuals in the image formation process. Perception is defined as the result of observing environmental elements associated with a process of meaning [7]. Simping Mekar Rasa's assisted members to do a perception of the program as well as the PT Pembangkit Jawa-Bali Cirata Generation Unit as an exhaustive. And the perception of these assisted members is closely related to the image of PT. Pembangkit Jawa-Bali Cirata Generation Unit.

3.5. The influence of the corporate social responsibility implementation on cognition
The corporate social responsibility implementation effect result on cognition can be seen in the table of correlation coefficient and determination as follows:

Table 9. The correlation coefficient & determination of CSR implementation table-cognition

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,739^a	,545	,526	,911

a. Predictors: (Constant), Implementasi CSR

The calculation of correlation (R) produces a positive number of 0.739 (See table 9). Furthermore, to find out how much influence of CSR implementation on cognition is done by the percentage calculated with the coefficient of determination formula as follows:

$$KD = r^2 \times 100\%$$
$$= (0.739)^2 \times 100\%$$
$$= 54.5\%$$

Based on this coefficient of determination calculation, it can be seen that the effect of CSR implementation on cognition is 54.5% and the remaining 45.5% is influenced by other factors that are not studied.

After obtaining the coefficient of determination analysis, the results of data processing towards the data analysis of the CSR implementation influence on cognition are acquired as follows:

Table 10. The simple linear regression result of CSR implementation-cognition

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	11,930	1,899		1,016	,320
	ImplementasiCSR	,270	,051	,739	5,254	,000

a. Dependent Variable: Kognisi

The statistical tests calculation is obtained a constant value (a) of 11,930 and a regression coefficient value (b) of 0.270 (see table 10), thus a simple linear regression analysis equation can be formed as follows:

$$Y = 11.930 + 0.270X$$

Derived from this equation, it can be concluded that CSR implementation has a positive effect on cognition.

The results of this data processing can be interpreted that there is a positive and significant influence between the implementation of Corporate Social Responsibility by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on Cognition of the Assisted Group Members with a result of 54.5%. The availability of this positive and significant number identifies that if the better the CSR implementation, the more influential it is and increased members' cognition about the image of PT Pembangkit Jawa-Bali Cirata Generation Unit.

After doing the perception, later the assisted members enter the cognition stage. Cognition is an aspect of knowledge related to trust, ideas, and each individual concept [7]. Specifically, the assisted members to understand all the stimuli provided by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assisted program. The good cognition of the assisted members will support the good image formation for the company.

3.6. The influence of the corporate social responsibility implementation on motivation
The corporate social responsibility implementation effect result on motivation can be seen in the table of correlation coefficient and determination as follows:

Table 11. The correlation coefficient & determination of CSR implementation-motivation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,889ᵃ	,791	,782	,887

a. Predictors: (Constant), Implementasi CSR

The calculation of correlation (R) produces a positive number of 0.889 (See table 11). Furthermore, to discover how much influence the CSR implementation on motivation is done by the percentage calculation with the determination coefficient formula as follows:

$$KD = r^2 \times 100\%$$
$$= (0.889)^2 \times 100\%$$
$$= 79.1\%$$

Based on the determination coefficient calculation, it can be seen that the effect of CSR implementation on motivation is 79.1% and the remaining 20.9% is influenced by other factors not examined.

After gain the determination coefficient analysis, later the results of data processing towards the data analysis of the CSR implementation influence on motivation are obtained as follows:

Table 12. The simple linear regression result of CSR implementation-motivation

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	7,928	1,848		,502	,002
	ImplementasiCSR	,466	,050	,889	9,335	,000

a. Dependent Variable: Motivasi

The statistical tests calculation discover a constant value (a) of 7,928 and a regression coefficient (b) of 0.466 (See table 12), thus a simple linear regression analysis equation can be formed as follows:

$$Y = 7.928 + 0.466X$$

Derived from this equation, it can be concluded that CSR implementation has a positive effect on motivation.

The results of this data processing can signify that there is a positive and significant influence between the implementation of Corporate Social Responsibility by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on the Motivation of the Assisted Group Members with a result of 79.1%. The existence of this positive and significant number identifies that if the better the CSR implementation, the more influential it is and increase the members' motivation regarding the image of PT Pembangkit Jawa-Bali Cirata Generation Unit.

The implementation of the Mekar Rasa Simping Assistance program is due to the members' motivation. There are considerations and influences that encourage the members to participate in the fostered program. This motivation arises because there is a necessitate or desire that the members felt in order to achieve a purpose.

Motivation is a state in a person's personality that encourages the desire to carry out certain activities in order to achieve purpose [7].

3.7. The influence of the corporate social responsibility implementation on attitudes
The corporate social responsibility implementation effect result on attitudes can be seen in the table of correlation coefficient and determination as follows:

Table 13. The correlation coefficient & determination of CSR
implementation -attitudes

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,649a	,421	,396	,842

a. Predictors: (Constant), Implementasi CSR

The calculation of correlation (R) produces a positive number of 0.649 (See table 13). Furthermore, to discover how much influence of the CSR implementation on attitudes is done by the percentage calculation with the determination coefficient formula as follows:

$$\begin{aligned} KD &= r^2 \text{ x } 100\% \\ &= (0.649)^2 \text{ x } 100\% \\ &= 42.1\% \end{aligned}$$

Based on this coefficient of determination calculation, it can be seen that the CSR implementation influence on attitudes is 42.1% and the remaining 57.9% is affected by other factors that are not examined.

After obtained the determination coefficient analysis, later the results of data processing towards the data analysis of the CSR implementation influence on attitudes are discovered as follows:

Table 14. The simple linear regression result of CSR implementation – attitudes

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	T	Sig.
1	(Constant)	13,970	1,717		,565	,005
	ImplementasiCSR	,190	,046	,649	4,091	,000

a. Dependent Variable: Sikap

The statistical tests calculation obtained a constant value (a) of 13,970 and a regression coefficient (b) of 0.190 (See table 14), thus a simple linear regression analysis equation can be established as follows:

$$Y = 13.970 + 0.190X$$

Derived from this equation, it can be said that CSR implementation has a positive effect on attitudes.

The results of this data processing can be construed that there is a positive and significant influence between the implementation of Corporate Social Responsibility by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on the Attitudes of the Assisted Group Members with a result of 42.1%. The presence of this positive and significant number identifies that if the better the CSR implementation, the more influential it is and increase the members' attitude concerning the image of PT Pembangkit Jawa-Bali Cirata Generation Unit.

The next image formation process is the emergence of the individual or fostered members' attitudes. Attitude is the tendency to act, perceive, and think [7].

The assisted members' attitude is a form of the overall evaluation of the program as well as the company and which construct the members to respond in a positive or negative way.

3.8. The influence of the corporate social responsibility implementation on a company's image

The corporate social responsibility implementation effect result on the company's image can be seen in the table of correlation coefficient and determination as follows:

Table 15. The correlation coefficient & determination of CSR implementation
-image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,736ᵃ	,541	,521	3,573

a. Predictors: (Constant), Implementasi CSR

The calculation of correlation (R) produces a positive number of 0.736 (See table 15). Furthermore, to find out how much influence the CSR implementation on the image is done by the percentage calculation with the determination coefficient formula as follows:

$$KD = r^2 \times 100\%$$
$$= (0.736)^2 \times 100\%$$
$$= 54.1\%$$

Derived from the determination coefficient calculation, it can be seen that the effect of CSR implementation on the image as large as 54.1%, and the remaining 45.9% is influenced by other factors that are not examined.

After gaining the analysis of the determination coefficient, later the results of data processing are obtained towards the data analysis of the CSR implementation influence on company image as follows:

Table 16. The simple linear regression result of CSR implementation-image

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	T	Sig.
1 (Constant)	10,036	6,559		1,530	,140
ImplementasiCSR	1,166	,224	,736	5,209	,000

a. Dependent Variable: Citra

The statistical tests calculation obtained a constant value (a) of 10.036 and a regression coefficient value (b) of 1.166 (See table 16), thus a simple linear regression analysis equation can be formed as follows:

$$Y = 10.036 + 1.166X$$

Based on these equations, it can be inferred that the implementation of CSR has a positive effect on company image.

The results of this data processing can be interpreted that there is a positive and significant influence between the implementation of Corporate Social Responsibility by the Public Relations of PT. Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program on Company Image among the Assisted Group Members with a result of 54.1%. The availability of this positive and significant number identifies that if the better the CSR implementation, the more influential it will be and increase the company's image among the assisted group members.

The corporate social responsibility (CSR) program has now become one of the company's efforts or strategies in improving the company's image, corporate social responsibility can have a positive effect on corporate image. A company that carries out a social responsibility commitment is much better than other companies in the community point of view.

Company image is a mental impression that is felt selectively from an organization. The whole characteristics company that percept is what we call the corporate image [10]. Company image is the

overall impression of the company from various publics. The image that every public has of the company determines a large part of the strategy's success. For a strategy to be effective, it must be accurately conceived by the public. Moreover, the image conveyed must be positive [11].

The implementation of corporate social responsibility by PT Pembangkit Jawa-Bali Cirata Generation Unit focuses its attention on the economic sector, which fostered a group of Simping Mekar Rasa production business people. Currently, CSR implementation is used as one of the company's strategies in improving the company's image. Due to the image of this company will also affect the other companies performance.

As an abstract company image, in this case, PT. Pembangkit Jawa-Bali Cirata Generation Unit can be discovered from the components of image formation such as perception, cognition, motivation, and the group members' attitude towards the company.

Through the Simping Mekar Rasa Assisted program, the assisted members, as respondents are percept, rate, and interpret in a good way the program and the company. They get very good knowledge cognitively. The respondents have good motivation, they put their hopes, desires, and have the needs of the company's existence in this fostered program.

Furthermore, a supportive and positive attitude emerged from the respondents towards this assisted program.

The implementation of the Simping Mekar Rasa CSR program has led to perceptions, cognition, motivation, and positive attitudes from the assisted members. The emergence of these components has shown the achievement of implementing CSR purposes in accordance with the company's commitment and supports the process of forming a positive image for PT. Pembangkit Jawa-Bali Cirata Generation Unit especially among the assisted group members as well as generally, in the wider community point of view.

4. Conclusion and Suggestions

Researchers draw conclusions based on the results of data processing and the discussion conducted by researchers on the influence of the implementation of corporate social responsibility by the Public Relations of PT. Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa program towards the corporate image in the assisted group members, thus there is a positive and significant influence between the implementation of Corporate Social Responsibility by the Public Relations of PT Pembangkit Jawa-Bali Cirata Generation Unit through the Simping Mekar Rasa Assistance Program to the Company's Image among the Assisted Group Members with a result of 54.1%. Based on the implementation result, transparency has the lowest points. The researcher gave suggestions to the public relations officer of PT Pembangkit Jawa-Bali Cirata Generation Unit to disclose and improve the communication towards the assisted members.

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In general, based on this definition, it is revealed that