

ANALYSIS OF THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND IMAGE AT NOVOTEL KARAWANG

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Abstract - Novotel Karawang Hotel is a 4-star hotel in the midscale category in the city of Karawang. This research was created with the aim of finding out how much influence the role of Corporate Social Responsibility has on the brand image of the Novotel Karawang Hotel. This research uses quantitative research and uses several types of analysis as follows: simple regression analysis, classical assumption test, hypothesis test with t test, coefficient of determination test, and processed using the SPSS system. This research also used a sample of 100 respondents obtained from respondents who had stayed more than once at the Novotel Karawang Hotel. Based on the results examined by researchers, the average value of variable X (Corporate Social Responsibility) is 4.62, while the overall average value of variable Y (Brand Image) is 4.6348. Based on the results of the T Test calculation, the result obtained is sig 14.079, which means >0.05 , so it can be interpreted that variable X (Corporate Social Responsibility) influences Y (Brand Image). The Coefficient of Determination Test (R²) obtained a result of 0.669 so it can be concluded that variable Y can be influenced by variable X by 66.9%. Then the Simple Linear Regression Test carried out obtained a value of $t = 0.001$ or significantly less than 0.05.

Keywords: Corporate Social Responsibility, Brand Image, Hotel

INTRODUCTION

Awareness of social and environmental issues is increasing in global society, especially after 2023 which was recorded as the hottest year in recorded history. Increased attention to greenhouse gases reflects concerns about the environmental impact of human activities. Companies, as explained in the 2022 Company Law on Limited Liability Companies, provide positive impacts such as more vacancies, but can also cause major environmental and social exploitation.

In Karawang, as an important industrial center in Indonesia, the growth of industry and tourism has had a significant impact on the environment and surrounding communities. Processing industries dominate the region's economy, but are also a significant source of air pollution, as observed by IQAir. Local governments have responded with coordination meetings to control environmental damage and introduced educational programs in schools to raise public awareness.



Figure 1. IQAir

The tourism industry, including hotels developing in Karawang, also contributes to environmental problems such as waste and pollution (Yuni in Sarudin, 2023). To overcome this negative impact, a Corporate Social Responsibility (CSR) program has been implemented, as is done by the Accor Group with the Planet 21 and Green Key programs. This program not only reduces environmental impacts, but also improves the company's image in society. Novotel Karawang Hotel, as part of the Accor Group, has consistently implemented CSR programs to reduce their environmental footprint. These programs include reducing plastic use and participation in Green Key certification. Although challenges still exist in changing their brand image, their efforts show a commitment to being a leader in the sustainability of the hospitality industry in Karawang. Research on the impact of CSR programs such as Planet 21/Green Key at Novotel Karawang aims to analyze how this influences people's perceptions of the hotel's brand image. Based on research by Harni & Aziz in Wasis et al. (2022), CSR discusses the triple bottom line (people, planet, profit) which has an influence on the company's image so that the implementation of CSR both internally and externally should be carried out as well as possible. In the midst of rapid industrial growth and increasing awareness of environmental issues, this research provides insight into the role of CSR in building a company's image in local and global communities.

Thus, awareness of the environmental impact of industry and tourism in Karawang shows the importance of implementing CSR to achieve sustainable development. These efforts not only affect company operations, but also improve relations with the community and the surrounding environment, creating better conditions for future generations.

METHODS

This research uses a quantitative approach and data collection is carried out by distributing online questionnaires using Google Form and also collecting direct respondents. Respondents who are entitled to fill out this questionnaire are respondents who have stayed more than once and are aware of the CSR program run by the Novotel Karawang Hotel. According to (Sugiyono 2019) Slovin formula is the most widely used method to determine the number of participants in quantitative studies, as the formula shown below:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Sample size
N = Population size
e = Margin of error

$$n = \frac{34.671}{1 + 34.671 (0,1)^2}$$

$$n = 100$$

From the calculation, result shown that the sample size for this study is 100, selected from a population of 34.671.

LITERATURE REVIEW

Hotels are facilities that provide lodging services and places to rest with various facilities that charge fees, in accordance with Law No. 28 of 2009 concerning Regional Taxes and Regional Levies. This definition was also confirmed by Firdaus & Andriani and Chair & Pramudia in Insani & Setiyariski (2020), who explained that a hotel is a business that provides complete accommodation with services that meet the needs of guests for travel or business purposes. The main goal of a hotel is to satisfy its guests by providing all the facilities and services needed.

Corporate Social Responsibility (CSR) is a company's responsibility towards social, economic and environmental aspects in running its business. CSR is an effort to achieve sustainable development by minimizing negative impacts and maximizing positive impacts. CSR is regulated in various laws in Indonesia, such as the Limited Liability Company Law and the Investment Law, as well as international standards such as ISO 26000. CSR according to Hadi in Ratna and Hasanah (2019), the term triple bottom-line introduced by John Elkington includes three main dimensions: profit, people, and planet. Profit includes sustainable economic activities for the company's benefit. People includes concern for the welfare of the surrounding community with various programs such as donations and empowerment. Planet embraces environmental protection with environmentally friendly business practices. Novotel Karawang is an example of a company that implements CSR by making social donations, collaborating with local MSMEs, and adopting environmentally friendly practices such as reducing single-use plastic and replacing amenities with environmentally friendly materials. CSR is not only a legal obligation, but also an important business strategy for building harmonious relationships with stakeholders and improving the company's sustainability in the long term.

Brand image or company image is the perception and association that consumers have towards a brand. According to Tjiptono, brand image is a consumer's belief, while according to Rangkuti, it is a collection of brand associations that are embedded in the consumer's mind. According to Keller, brand image dimensions include brand identity (such as logos and colors), brand personality (such as unique characteristics), brand associations (relationships with certain activities or issues), brand attitudes and behavior (interactions with consumers), as well as brand benefits and advantages (added value offered to consumers). According to Kanaidi, brand image indicators are the impression given to consumers, trust that is built based on consistent quality, and attitudes that reflect consumers' tendencies towards the brand. A good brand image can increase consumer satisfaction and company reputation, with CSR being one way to build a good reputation through positive contributions to society in accordance with applicable laws.

RESULTS AND DISCUSSION

Table 1. Mean Test Variable X

No	Mean	Mean Per Dimension
PLANET		
X1_1	4,49	4,62
X1_2	4,66	
X1_3	4,66	
X1_4	4,66	
X1_5	4,63	
PEOPLE		
X2_1	4,72	4,644
X2_2	4,63	
X2_3	4,72	
X2_4	4,56	
X2_5	4,59	
PROFIT		
X3_1	4,6	4,616
X3_2	4,53	
X3_3	4,61	
X3_4	4,68	
X3_5	4,66	

In the three dimensions that have been analyzed, the highest mean value is in the people dimension with a mean value of 4.644. This shows that there is a good relationship between Novotel Karawang and the surrounding community. According to Ariastini and Semara in Pranoto & Yusuf (2019), the people concept is to provide maximum benefits to the community and society. The impact of the Corporate Social Responsibility program received a positive response, as evidenced by the highest average value of variable X. In the variable Y (Brand Image) that has been analyzed, the highest mean value is found in the Brand Association dimension with a mean value of 4.654. This shows that this dimension has the greatest influence on respondents in choosing Novotel Karawang. According to Kotler and Keller in Pandiangan et al., 2021, brand image is seen from the superiority, strength and uniqueness of the brand association. This statement proves that brand associations have a significant influence on the overall brand image.

Table 2. Mean Test Variable Y

No	Mean	Mean Per Dimension
Brand Identity		
Y1_1	4,56	4,618
Y1_2	4,62	
Y1_3	4,61	
Y1_4	4,69	
Y1_5	4,61	
Brand Personality		
Y2_1	4,6	4,63
Y2_2	4,64	
Y2_3	4,66	
Y2_4	4,65	
Y2_5	4,6	
Brand Association		
Y3_1	4,63	4,654
Y3_2	4,67	
Y3_3	4,64	
Y3_4	4,68	
Y3_5	4,65	
Brand Attitude & Behaviour		
Y4_1	4,63	4,648
Y4_2	4,66	
Y4_3	4,63	
Y4_4	4,66	
Y4_5	4,66	
Brand Benefit & Competence		
Y5_1	4,62	4,624
Y5_2	4,57	
Y5_3	4,65	
Y5_4	4,62	
Y5_5	4,66	

In this study, the sample used was 100 people and interpreted as N with df or degree of freedom at 98. The significance level used was 10% with the N value being 98 so the T^{table} value was 1.66055. Based on the T test results above, the T value is 14.079, so it can be concluded that Corporate Social Responsibility has an influence on brand image

Table 3. Simple Regression Linear Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	24,633	6,492		3,794	0,000		
	Total X	1,315	0,093	0,818	14,079	0,000	1,000	1,000

Based on the table above, it is stated that the constant value is 24,633 and the Corporate Social Responsibility variable value is 1,315, so the equation will be written in the form:

$$Y = 24.633 + 1.315X$$

This statement can be explained as follows:

- A positive constant value is defined as the initial value when the X value is 0.
- The regression coefficient value of 1.315 can be explained by the fact that if there is an increase in the X value, it is predicted that the Y value will increase by 1.315.

Table 4. Coefficient Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 ^a	0,669	0,666	3,992

Based on the calculations above, it is concluded that the Corporate Social Responsibility variable influences Novotel Karawang's brand image by 66.9% while the remaining 33.1% is influenced by other factors not examined in this research.

CONCLUSION

This research concludes several things based on the analysis carried out:

- Corporate Social Responsibility (CSR) at Novotel Karawang has an average mean score of 4.62, with the highest score in the people dimension (4.644) and the lowest in the profit dimension (4.616), indicating a good contribution to the community and surrounding society. Novotel Karawang's brand image has an average mean score of 4.6348, with the highest score in the brand association dimension (4.654) and the lowest in the brand identity dimension (4.614), indicating a strong brand association and good reputation.
- Hypothesis testing shows a t^{count} value of 14.079, exceeding the t^{table} value (1.66055), so the positive hypothesis (H_a) is accepted and the negative hypothesis (H_0) is rejected. From a simple linear regression test, the equation $Y = 24.633 + 1.315X$ is obtained, which indicates that every one unit increase in the CSR variable (X) contributes 1.315 to the Brand Image variable (Y). The coefficient of determination (R Square) of 0.669 indicates that 66.9% of the variability in Novotel Karawang's Brand Image can be explained by Corporate Social Responsibility, while the remaining 33.1% is influenced by other factors not examined in this research.
- CSR has a significant influence on Novotel Karawang's brand image, which contributes positively to the reputation and consumer perception of the brand.

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