

## TABLE OF CONTENTS

### **COVER PAGE**

<b>TITLE PAGE .....</b>	<b>ii</b>
<b>ABSTRAK .....</b>	<b>ii</b>
<b>PREFACE.....</b>	<b>iii</b>
<b>TABLE OF CONTENTS.....</b>	<b>v</b>
<b>LIST OF FIGURES .....</b>	<b>viii</b>
<b>LIST OF TABLES .....</b>	<b>ix</b>
<b>LIST OF APPENDICES.....</b>	<b>xii</b>

### **CHAPTER I INTRODUCTION .....**

1.1 Background of The Study .....	1
1.2 Problem Limitation .....	5
1.3 Problem Formulation .....	5
1.4 Objective of the research .....	6
1.5 Benefit of the research .....	6
1.5.1 Theoritical Benefit.....	6
1.5.2 Practical Benefit .....	7

### **CHAPTER II LITERATURE REVIEW.....**

2.1 Theoretical Background .....	8
2.1.1 Sustainability .....	8
2.1.2 Corporate Social Responsibility.....	8
2.1.3 Triple Bottom Line .....	9
2.1.4 Social Aspect .....	10
2.1.4.1 Indicator of social aspect .....	11
2.1.5 Economic Aspect.....	11
2.1.5.1 Indicator of Economic Aspect .....	12
2.1.6 Environment Aspect .....	13
2.1.6.1 Indicator of environment Aspect .....	14
2.1.7 Corporate Image.....	15
2.1.7.1 Indicator of Corporate Image .....	16
2.1.8 Effect of Independent Variable to Dependent Variables.....	17

2.1.8.1 Effect of Social Aspect Towards Corporate Image.....	17
2.1.8.2 Effect of Economy Aspect Towards Corporate Image.....	18
2.1.8.3 Effect of Environtmental Aspect Toward Corporate Image .....	18
2.2 Previous Research.....	19
2.3 Hypothesis Development.....	22
2.4 Research Model .....	22
2.5 Framework of Thinking .....	24
 <b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>26</b>
3.1 Research Design .....	26
3.2 Population and Sample .....	27
3.3 Data Collection Method.....	30
3.3.1 Primary Data.....	30
3.3.2 Secondary Data.....	32
3.4 Operational Variable Definition and Variable Measurement .....	32
3.4.1 Independent Variable.....	32
3.4.2 Dependent Variable.....	33
3.5 Data Analysis Method.....	42
3.5.1 Descriptive Statistical Analysis .....	42
3.5.2 Research Instrument Test .....	45
3.5.3 Classic Assumption Test.....	48
3.5.4 Multiple Linear Regression Analysis.....	50
3.5.5 Coefficient of Determination Test.....	51
3.5.6 Hypothesis Test .....	51
 <b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>55</b>
4.1 General View of “Research Object” .....	55
4.1.1 General overview of Mr. Morris foundation .....	55
4.1.2 Vission and mission of Mr. morris.....	56
4.2 Research Result.....	57
4.2.1 Descriptive Statistic.....	57
4.2.2 Result of Research Instrument Testing.....	96
4.2.3 Result of Data Quality Testing.....	99
4.2.3.1 Classical Assumption Testing Result.....	99
4.2.3.2 Multiple Linear Regression .....	106

4.2.4 Hypothesis Testing .....	108
4.2.4.1 Coefficient of Determination.....	108
4.2.4.2 F test .....	109
4.2.4.3 P value .....	109
4.2.4.4 T test .....	110
4.3 Discussion .....	112
<b>CHAPTER V CONCLUSION .....</b>	<b>116</b>
5.1 Conclusion .....	116
5.2 Recommendation .....	119
<b>REFERENCES.....</b>	<b>121</b>

## LIST OF FIGURES

Figure 1.1 Room Occupancy Rate of Star Hotels in Indonesia (January 2020 - June 2023) .....	1
Figure 1.2 Number of starred hotels in Indonesia (2012-2022) .....	2
Figure 2.1 Research Model.....	23
Figure 2.2 Framework of Thinking .....	25
Figure 4.1 Histogram Normality Test.....	99
Figure 4.2 P-Plot Graph.....	100
Figure 4.3 Scatterplot .....	104

## LIST OF TABLES

Table 2.1 Previous Research .....	19
Table 3.1 Operational Variable Definitions, Indicators and Measurement .....	34
Table 3.2 Likert Scale .....	36
Table 3.3 Questions for Questionnaire.....	37
Table 3.4 Normality Test Scale.....	48
Table 3.5 Coefficient Correlation Scales .....	49
Table 4.1 Likert Scale .....	57
Table 4.2 Respondent Characteristic by Gender.....	58
Table 4.3 Respondents Characteristic by Age.....	58
Table 4.4 Weighting Analysis .....	59
Table 4.5 Weighting Analysis for Aspek Sosial (X1).....	59
Table 4.6 Weighting Analysis for Aspek Ekonomi (X2).....	60
Table 4.7 Weighting Analysis for Aspek lingkungan (X3) .....	61
Table 4.8 Weighting Analysis for Citra perusahaan (Y) .....	62
Table 4.9 Mr. Morris foundation has provided health services to local residents.....	63
Table 4.10 Mr. Morris foundation runs health programs that effectively help local communities .....	64
Table 4.11 Mr. Morris foundation consistently provides communities with the resources they need to maintain their health .....	65
Table 4.12 Mr. Morris foundation offers sufficient support in achieving educational goals in your community .....	66
Table 4.13 Mr. Morris foundation has provided better educational opportunities for the local community .....	67
Table 4.14 Educational program organized by the Mr. Morris has helped improve the quality of education in this area .....	68
Table 4.15 Mr. Morris Foundation has contributed to making a positive impact on social development.....	69
Table 4.16 Mr. Morris foundation has succeeded in building good relationships with the community through its programs .....	70
Table 4.17 Mr. morris foundation already contributes to local economic growth.....	71

Table 4.18 Program CSR by mr. morris has provided financial assistance to the local community.....	72
Table 4.19 Mr. Morris foundation works closely with local communities to achieve economic goals in CSR programs.....	73
Table 4.20 CSR programs by Mr. morris has created new jobs or improved the economic welfare of the surrounding community.....	74
Table 4.21 Mr. Morris foundation at The Sanchaya has had a positive impact on economic efficiency .....	75
Table 4.22 Allocated funds in the CSR program have been used efficiently to support regional economic development .....	76
Table 4.23 Training organized by the Mr. Morris provides added economic value for participants .....	77
Table 4.24 The training provided by the Mr. Morris has helped increase the income of people in this area .....	78
Table 4.25 Mr. Morris foundation has contributed in program of environmental protection in local communities.....	79
Table 4.26 Mr. morris plays an active role in maintaining the environmental ecosystem around them .....	80
Table 4.27 Mr. morris sets a good example in environmental conservation efforts through their CSR programs .....	81
Table 4.28 Mr. Morris has supported recycling programs .....	82
Table 4.29 The efforts made by Mr. Morris in managing environmental waste in the Sanchaya area has a positive impact .....	83
Table 4.30 CSR program run by the Mr. Morris at Sanchaya is effective in reducing environmental waste.....	84
Table 4.31 Mr. Morris foundation encourages the use of green technology or innovative solutions to reduce environmental impact.....	85
Table 4.32 Environmental innovation implemented by the Mr. Morris at Sanchaya is a prime example in this sector .....	86
Table 4.33 Mr. Morris is known for its CSR programs that have a positive impact on society .....	87
Table 4.34 Involvement of the Mr. Foundation Morris in CSR activities improves the corporate image.....	88
Table 4.35 Mr. Morris at Sanchaya actively contributes to positive CSR activities...	89

Table 4.36 Mr. Morris in CSR has improved my view of corporate image.....	90
Table 4.37 The contribution of Mr. Morris towards society reflects positive company values.....	91
Table 4.38 Mr. Morris foundation at The Sanchaya provides services with a high level of professionalism .....	92
Table 4.39 Mr Morris always maintains ethics and integrity in all aspects of their activities.....	93
Table 4.40 Mr. Morris at Sanchaya Able to improve the corporate image of The Sanchaya .....	94
Table 4.41 Mr. morris foundation has effectively promoted social values that have a positive impact on the corporate image .....	95
Table 4.42 Table of Variable Indicator Validity Test Results.....	96
Table 4.43 Table of Reliability Test Results for Variable Indicators.....	98
Table 4.44 One-Sample Kolmogorov-Smirnov Test .....	101
Table 4.45 Linearity Test of Aspek Sosial (X1) .....	102
Table 4.46 Linearity Test of Aspek Ekonomi (X2) .....	102
Table 4.47 Linearity Test of Aspek lingkungan (X3) .....	103
Table 4.48 Heteroskedasticity Test.....	105
Table 4.49 Multicollinearity Test.....	106
Table 4.50 Multiple Linear Regression .....	107
Table 4.51 Coefficient of Determination.....	108
Table 4.52 F test.....	109
Table 4.53 P value.....	110
Table 4.54 T test .....	111

## LIST OF APPENDICES

Appendix A	: Questionnaire .....	1
Appendix B	: Pre-Test Respondent Tabulation.....	1
Appendix C	: Pre-Test Spss Result.....	1
Appendix D	: Main Test Respondent Tabulation.....	1
Appendix E	: Main Test SPSS Result.....	1
Appendix F	: Company Letter.....	1

