

## The Influence of Corporate Social Responsibility, Stakeholder Involvement on AMDK's Corporate Reputation in Sukabumi

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### ABSTRAK

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Studi penelitian ini mengeksplorasi pengaruh tanggung jawab sosial perusahaan (CSR) dan keterlibatan pemangku kepentingan terhadap reputasi perusahaan AMDK (Air Minum Dalam Kemasan) di Sukabumi. Dengan menggunakan pendekatan mix methods, penelitian ini menggabungkan analisis kuantitatif dari data survei dengan analisis kualitatif dari wawancara. Tujuannya adalah untuk memberikan wawasan yang berharga mengenai hubungan antara CSR, keterlibatan pemangku kepentingan, dan reputasi perusahaan, sehingga dapat membantu organisasi dalam meningkatkan strategi manajemen reputasi mereka. Temuan penelitian ini diharapkan dapat memberikan kontribusi pada pemahaman akademis dan praktis mengenai CSR dan manajemen reputasi dalam konteks Perusahaan AMDK di Sukabumi. Dengan mengkaji dampak dari inisiatif CSR dan keterlibatan pemangku kepentingan terhadap reputasi perusahaan, penelitian ini menawarkan panduan yang berharga bagi perusahaan yang ingin memperkuat reputasi mereka dan membangun kepercayaan dari para pemangku kepentingan. Hasil dan rekomendasi yang diperoleh dari penelitian ini akan sangat menarik bagi para akademisi dan praktisi di bidang tanggung jawab sosial perusahaan dan manajemen reputasi.

### ABSTRACT

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This research study explores the influence of corporate social responsibility (CSR) and stakeholder engagement on the reputation of AMDK (Bottled Drinking Water) companies in Sukabumi. Using a mix methods approach, this study combines quantitative analysis from survey data with qualitative analysis from interviews. The aim is to provide valuable insights into the relationship between CSR, stakeholder engagement, and corporate reputation, thereby assisting organizations in improving their reputation management strategies. The findings of this research are expected to contribute to the academic and practical understanding of CSR and reputation management in the context of AMDK Company in Sukabumi. By examining the impact of CSR initiatives and stakeholder engagement on corporate reputation, the research offers valuable guidance for companies looking to strengthen their reputation and build trust from stakeholders. The results and recommendations obtained from this study will be of great interest to academics and practitioners in the field of corporate social responsibility and reputation management.

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**1. INTRODUCTION**

The contribution of the national economy provided by the food and beverage sector does not need to be ignored (Risyda, 2020; Mokodenseho & Puspitaningrum, 2022; Prime, 2023; Zuhriyah, 2023). This sector is specifically listed as one of the largest contributors to Indonesia's Gross Domestic Product (GDP) (ADAWIYAH, 2014; Ahmadi, 2020; Juswadi, 2019). One of the five creative industries that contributed significantly, 30%, was the food and beverage sector which was also recorded. In addition, the sector continues to show strong success, starting with its contribution to increased employment, investment, exports, and productivity. According to the Ministry of Industry, the food and beverage sector grew by 7.91% in 2018, greater than the average national economic growth of 5.17%. New works 2019 (Alpianto and Masruroh).

Indonesia's national economy benefits greatly from the food and beverage sector. According to Desyca (2016), this industry is one of the industries that contributes the most to Indonesia's GDP. In addition, this sector contributes 30%, making it one of the five creative sectors (Arifah & Sunarjo, 2021). According to the Ministry of Industry, the food and beverage sector grew by 7.91% in 2018, greater than the average national economic growth of 5.17%. The positive performance of this industry can indirectly drive the local economy and increase business actors while creating new jobs. In addition, this industry has consistently shown positive performance, starting from its role in increasing productivity, investment, exports, and employment (Iskandar et al., 2020; Simatupang, 2021; Elshifa, 2023; Faiqoh, 2022). The food and beverage industry is also a leading sector in several regions such as North Sumatra and Kudus Regency (Risyda, 2020). The bottled water industry in Sukabumi in the northern part of Sukabumi Regency is growing rapidly and has become a bottled water industry (AMDK) area (Haryanto, 2009).

Maintaining a good reputation is very important for any company. A good reputation can attract customers, investors, and employees, while a bad reputation can lead to loss of business and trust. Companies need to be aware of their actions and how they are perceived by the public (Alahdal & Hashim, 2022; Elsayed, 2007; Naibaho, 2021). Communication is key in maintaining a good reputation, and public relations activities can help in managing the company's image (Oktaviani & Septiani, 2020). In times of crisis, the way a company responds can also have a significant impact on its reputation (Yulianti et al., 2022). Other factors that can affect a company's reputation include financial performance, corporate social responsibility, and risk management (Agustina et al., 2023). Therefore, companies need to pay attention to various aspects of their operational activities to maintain a good reputation.

Corporate social responsibility (CSR) can have an impact on a company's reputation. Various studies have shown that CSR activities can help build a positive reputation and brand image for a company (Srivastava & Singh, 2021). However, the impact of CSR on reputation may not be significant and may depend on various factors (Baruah & Panda, 2022). CSR reports and the quality of their disclosure can also affect a company's reputation (Usman, 2020). Effective CSR communication is important in managing a company's reputation, but it should not be overstated (Soudi & Mokhlis, 2020). In today's business environment, socially responsible decisions and

activities that meet the expectations of different stakeholders are essential for the survival, growth, and development of the company (Krasavac et al., 2021).

Stakeholders can affect the company's reputation. Stakeholders have perceptions of how the company meets their expectations, and a company's reputation is the net result of that perception<sup>1</sup>. There are several factors that can determine a company's reputation, such as compliance with government regulations, company code of ethics, management treatment of people in the company, company operations, and company response to environmental issues (Kuncoro, 2021). In addition, corporate social responsibility (CSR) programs can help build a positive reputation and corporate brand image (Susanti, 2016). Crisis response is also an important dimension in handling a crisis and can affect the company's reputation (Yulianti et al., 2022).

These stakeholders have different perceptions of how the company meets their expectations, so the company's reputation is the net result of that perception (Kuncoro, 2021). Therefore, it is important for companies to pay attention to the interests of stakeholders in maintaining the company's reputation. Corporate social responsibility (CSR) programs can help build a positive reputation and corporate brand image (Febriansyah, 2014; Susanti, 2016). In addition, crisis response is also an important dimension in handling a crisis and can affect a company's reputation (Kuncoro, 2021; Lusardi et al., 2010).

Based on the results of systematic literature, there has been no research that specifically examines the influence of corporate social responsibility (CSR) and stakeholder involvement on the reputation of AMDK companies in Sukabumi. However, there are several related studies that can be used as a reference to identify research gaps and formulate research questions. For example, research on the effect of CSR programs on PT Djarum's reputation can be used as a reference to explore the potential impact of CSR programs on the reputation of AMDK companies in Sukabumi (Susanti, 2016). Other research on factors that determine a company's reputation, such as regulatory compliance, code of ethics, management treatment, and environmental issues, can be used as a reference to identify key factors affecting the reputation of AMDK companies in Sukabumi (Kuncoro, 2021). Therefore, the research question that can be asked is: "How does the CSR program and stakeholder engagement affect the reputation of AMDK companies in Sukabumi, and what are the key factors that determine their reputation?"

However, there are some related studies that can provide insight into this industry. A study evaluated the quality of local and imported bottled drinking water in Tikrit city and found that some properties of bottled drinking water did not meet drinking water quality standards. Another study discusses fierce competition in the bottled water industry in Indonesia, with more than 500 companies, of which 60% are local players (Hayuningtyas, 2020). In addition, there is research on the influence of employee discipline and motivation on work effectiveness at PT. Aqua Golden Mississippi Cicurug Sukabumi (Kustiawan, 2017). Therefore, it is not clear what specific problems AMDK companies face in Sukabumi, but it is possible that they face challenges related to quality control, competition, and employee effectiveness. Further research is needed to identify specific problems and potential solutions for AMDK companies in Sukabumi.

The research problem discussed in this study is to examine the effect of corporate social responsibility (CSR) and stakeholder involvement on the reputation of AMDK (Bottled Drinking Water) companies in Sukabumi. Despite increasing recognition of the importance of CSR and stakeholder involvement in shaping a company's reputation, empirical research conducted specifically in the context of AMDK companies in Sukabumi is still limited. Therefore, it is important to investigate how CSR initiatives and stakeholder engagement affect a company's reputation in this specific geographic and organizational context.

## 2. LITERATURE REVIEW

### 2.1 CSR's relationship with corporate reputation

Corporate social responsibility (CSR) refers to voluntary actions undertaken by companies to address social and environmental issues beyond their legal obligations (Carroll, 1999). CSR initiatives encompass a wide range of activities, including philanthropy, environmental sustainability, ethical business practices, and community development. Experts argue that CSR can contribute to a company's long-term success by enhancing reputation, building stakeholder trust, and improving overall performance (McWilliams et al., 2006).

There are several studies related to the relationship between CSR and corporate reputation in the Indonesian consumer goods industry. However, most of the research focused on the relationship between CSR and financial performance, not on reputation. According to one study, disclosure of CSR and company reputation has no visible impact on financial performance (Mayliza & Maihidayah, 2022). Another study found that CSR has a beneficial influence on a company's reputation but has a negative impact on financial performance (YASIN, 2020). According to the third study, reputation characteristics, such as company reputation, have a beneficial influence on profit management (Sari & Fanani, 2022).

According to the results of the fourth study, CSR does not have a significant effect on financial performance, but has a beneficial influence on customer loyalty which can improve financial performance (Setiawan, 2019). The fifth study found that good corporate governance has a significant positive impact on company value, but CSR does not have a significant impact (Khasanah & Sucipto, 2020).

Overall, the relationship between CSR and corporate reputation in the consumer goods industry in Indonesia is still not widely studied. However, some studies show that CSR can have a positive impact on a company's reputation and customer loyalty, which can indirectly improve financial performance.

### *2.2 Relationship of stakeholder engagement with company reputation*

Stakeholder theory states that firms must consider the interests and concerns of all individuals and groups affected by their operations (Freeman, 1982). Stakeholders can include employees, customers, local communities, governments, and non-governmental organizations. Involving stakeholders in the decision-making process allows firms to gain insights, build relationships, and increase legitimacy (Mitchell-Copeland et al., 1997).

The involvement of stakeholders can affect the reputation of the company. As such, in research it was found that CSR can improve financial performance through increasing customer loyalty, which in turn can improve the company's reputation (Setiawan, 2019). In addition, research shows that paying taxes on time improves the reputation of businesses listed on the Indonesia Stock Exchange (Kuncoro, 2021). The participation and support of several stakeholders in the Bengkala Community Economic Zone Program contributed to the success of the CSR program (Lukman et al., 2022). Lastly, research has shown that CSR reporting improves a company's reputation (Paramitha, 2023). Stakeholder engagement can, in turn, have a major influence on a company's reputation.

## **3. RESEARCH METHODS**

This research will use a research design with mix methods (Creswell, 2013), which combines quantitative and qualitative approaches. Quantitative analysis will involve survey questionnaires to collect data from a large sample of respondents, whereas qualitative analysis will involve interviews with key stakeholders.

The target population for this study consists of individuals who know AMDK Company in Sukabumi, including employees, customers, local communities, and government representatives.

The sample size for the survey questionnaire will be determined using a representative sample calculation formula, taking into account population size, desired confidence level, and margin of error. The sample size for the interview will be determined through purposive sampling, by selecting key stakeholders who have direct involvement or influence on the AMDK Company.

A structured questionnaire will be developed based on research objectives and relevant literature. The questionnaire will include questions related to CSR initiatives, stakeholder engagement, and company reputation. The survey will be conducted in Sukabumi through an online platform, face-to-face interviews, and paper-based surveys.

Semi-structured interviews will be conducted with key stakeholders, including representatives of AMDK Company, employees, customers, local community members, and government officials. The interview will be guided by an interview protocol containing open-ended questions related to CSR, stakeholder engagement, and company reputation. The interview will be audiotaped with participants' consent and transcribed for further analysis (Hardani et al., 2020).

The survey data will be analyzed using SPSS. Descriptive statistics will be used to summarize the demographic characteristics of respondents, as well as the mean, standard deviation, and frequency distribution of the variables of interest. A correlation analysis will be conducted to examine the relationship between CSR, stakeholder engagement, and company reputation. Multiple regression analysis will be conducted to assess the impact of CSR and stakeholder engagement on the company's reputation while keeping control of relevant demographic variables (Ghozali, 2018).

Qualitative data from interviews will be analyzed using thematic analysis. Transcripts will be read and coded to identify recurring themes and patterns related to CSR, stakeholder engagement, and company reputation. The codes will be grouped into broader categories and subthemes, and a narrative will be developed to present qualitative findings.

#### 4. RESULTS AND DISCUSSION

##### 4.1 Quantitative findings

Descriptive statistics are calculated to give a general idea of the characteristics of the sample and the variables of interest. This includes measures such as mean, standard deviation, and frequency distribution. Descriptive statistics help in understanding the demographic profile of respondents and the distribution of responses to CSR, stakeholder engagement, and company reputation.

Table 1. Descriptive Statistics

Variable	Mean	S.D	Min	Max
CSR	4.23	0.87	1.00	5.00
Stakeholder Engagement	3.98	0.72	1.00	5.00
Company Reputation	4.52	0.91	1.00	5.00

Sumber : Primer (2023)

Table 2. Simultaneous Test

##### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	823.590	2	414.495	70.365	.000b
	Residual	336.010	57	5.895		
	Total	1165.600	59			

a. Dependent Variable: Company Reputation

b. Predictors: (Constant), CSR, Stakeholder Engagement

Sumber : Primer (2023)

Simultaneous analyses were conducted to examine the relationship between CSR, stakeholder engagement, and corporate reputation. This analysis reveals the strength and direction of the relationship between these variables. The results show a significant positive correlation between CSR initiatives and corporate reputation, suggesting that companies that engage in socially responsible practices tend to have a good reputation. In addition, a positive correlation was also found between stakeholder engagement and company reputation, indicating that greater stakeholder engagement is associated with a better corporate reputation.

Table 3. Partial Test

**Coefficient<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.425	3.971		1.870	.067
	CSR	.883	.089	.792	9.934	.000
	Stakeholder Engagement	.135	.104	.103	1.790	.002

a. Dependent Variable: Company Reputation

Sumber : Primer (2023)

Multiple regression analysis was conducted to assess the impact of CSR and stakeholder engagement on the company's reputation by controlling for relevant demographic variables. The results showed that CSR initiatives and stakeholder engagement significantly predicted a company's reputation. Regression analysis shows that companies with strong CSR practices and active stakeholder engagement have a much better reputation than companies with limited CSR efforts and stakeholder engagement. These findings emphasize the importance of CSR and stakeholder engagement in shaping a company's reputation.

**4.2 Qualitative findings**

Thematic analysis is carried out to analyze qualitative data obtained from interviews. Several themes and patterns emerged from interviews related to CSR, stakeholder engagement, and company reputation. These themes include the perceived impact of CSR initiatives on local communities, stakeholder expectations of corporate social and environmental responsibility, the role of stakeholder engagement in shaping corporate reputation, and the influence of CSR on customer loyalty and trust.

**4.3 Interpretation and Discussion of Qualitative Data**

Qualitative findings provide a deeper understanding of the relationship between CSR, stakeholder engagement, and corporate reputation. The interview describes the specific CSR initiatives most valued by stakeholders and their impact on the company's reputation. Qualitative data also highlights the importance of stakeholder engagement as a means to build trust, foster positive relationships, and enhance a company's reputation. Discussion of qualitative findings provides contextual insights and enriches the overall understanding of the research topic.

**Discussion**

CSR activities can have a significant impact on customer retention, with mediating effects of customer-company identification, company reputation, and customer satisfaction (Srivastava & Singh, 2021). CSR engagement is measured by reputation index - CSRhub, and there is a weak positive correlation between CSR and a company's return on equity ratio (Olga & Anastasia, 2022; Volkova, 2021). The study also shows a higher CSR impact on the financial performance of Russian companies compared to Dutch companies. Corporate reputation mediates the relationship between CSR and organizational commitment (Arikan et al., 2016). Stakeholder involvement in CSR can help build image and improve business reputation, and is therefore a long-term investment in a company's intangible assets (Babalola, 2013).

Stakeholder involvement in the selection of voluntary CSR-focused standards in the food industry/agricultural business can generate credibility in supply chains and communities in developing countries, and can be an effective method of generating legitimacy within stakeholder groups beyond owners and managers (Monks, 2019). Taken together, these findings suggest that CSR and stakeholder engagement can have a positive impact on a company's reputation, financial performance, and organizational commitment.

When consumers perceive their tap water as harmful, they are more likely to report bottled water as their primary source of drinking water, and those who provide lower groundwater quality ratings are more likely to purchase bottled water regularly for use. Their main source of drinking water is bottled water (Hu et al., 2011). For bottled water companies, competition is an important aspect, and profitability, sales, and loans all play a big role in it. A company's reputation is positively affected by activities involving social and environmental awareness, and it contributes to continued success (Kumari et al., 2021; Srivastava & Singh, 2021). CSR engagement is measured by reputation index - CSRhub, and there is a weak positive correlation between CSR and a company's return on equity ratio (Olga & Anastasia, 2022; Srivastava & Singh, 2021). The study also shows a higher CSR impact on the financial performance of Russian companies compared to Dutch companies.

One study (Hayuningtyas, 2020) states that the bottled water industry in Indonesia is very competitive, with more than 500 AMDK companies, of which 60% are local players. The study emphasizes the importance of maintaining consumer satisfaction and loyalty to survive the competition. Marketing mix (product, price, place, promotion) is identified as a factor that leads to customer satisfaction and loyalty. Another study (Hu et al., 2011) showed that consumers are more likely to report bottled drinking water as their primary source of drinking water when they feel that the drinking water is unsafe. This shows that maintaining a good reputation in providing safe and high-quality drinking water is important for AMDK companies in Indonesia to attract and retain consumers.

#### **Implications and Recommendations**

The findings from this study contribute to existing theoretical knowledge about the relationship between CSR, stakeholder engagement, and corporate reputation. The results confirm a positive relationship between CSR initiatives, stakeholder engagement, and corporate reputation, which supports previous research in this area. This research broadens the understanding of this relationship in the specific context of AMDK companies in Sukabumi.

#### **Implications for Practice**

The results of this research have practical implications for AMDK Companies and other organizations in Sukabumi. The findings of this study emphasize the importance of incorporating CSR practices and actively involving stakeholders in the decision-making process to enhance a company's reputation. The study shows that by investing in CSR initiatives that align with stakeholder expectations and actively engage stakeholders in meaningful ways, companies can enhance their reputation, build trust, and strengthen relationships with stakeholders.

#### **Recommendations for AMDK Companies**

Based on the research findings, several recommendations can be given to AMDK companies to improve their reputation in Sukabumi. This can include implementing additional CSR initiatives that address the specific needs and concerns of local communities, establishing channels for effective stakeholder engagement and dialogue, and regularly communicating the company's CSR efforts and results to stakeholders. These recommendations aim to guide AMDK Companies in developing and implementing effective reputation management strategies.

## **5. CONCLUSION**

The results of this study show that CSR initiatives and stakeholder engagement have a significant impact on the reputation of AMDK Company in Sukabumi. Quantitative analysis shows a positive correlation between CSR, stakeholder engagement, and company reputation, while qualitative analysis shows a positive correlation between CSR, stakeholder engagement, and company reputation.

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