

# SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

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**The 11<sup>th</sup> UBAYA International Annual Symposium  
on Management**

**SOCIAL RESPONSIBILITIES AS  
A COMPETITIVE ADVANTAGE  
IN GREEN BUSINESS**

Batu, East Java, Indonesia  
15<sup>th</sup>-16<sup>th</sup> March 2014

Department on Management  
Faculty of Business and Economics  
Universitas Surabaya



**Proceeding**

**The 11<sup>th</sup> UBAYA International Annual Symposium on  
Management**

**SOCIAL RESPONSIBILITIES AS A COMPETITIVE  
ADVANTAGE IN GREEN BUSINESS**

**Editors:**

Werner R. Murhadi, Dr.  
Christina R. Honantha, S.E., M.M,CPM (Asia)  
Noviaty Kresna D., Dr.  
Edithia Ajeng P, SE.

**Reviewers:**

Candra S. Chayadi, Ph.D. (School of Business, Eastern Illinois  
University)  
Dudy Anandya, Dr (Universitas Surabaya)  
Joniarto Parung, Ph.D, Prof. (Universitas Surabaya)  
Ning Gao, Ph.D. (Manchester Business School)  
Wahyu Soedarmono, Ph.D. (Research Analyst, The World Bank,  
Jakarta)  
Yuanto Kusnadi, Ph.D. (City of Hongkong University)

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## FOREWORD

INSYMA has become a tradition of its own for the management department of Universitas Surabaya. For more than a decade this event has become a forum for academics and practitioners to share knowledge. Every year management department always brings the latest theme that becomes an important issue for the development of science.

This year, INSYMA raise the theme "***SOCIAL RESPONSIBILITIES AS A COMPETITIVE ADVANTAGE IN GREEN BUSINESS***". This theme interesting, considering that at this time all the business need to be more accountable to the public and the environment. Corporate social responsibility is not only an obligation, otherwise it would be a distinct competitive advantage for the company.

Hundreds of scientific papers are sent to a conference committee, and the results of a rigorous selection of more than 100 elected. This paper is derived from a variety of authors, both within and outside the country, academics and practitioners. All the articles are then presented at the symposium and documented in these proceedings.

We hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection. We look forward to your participation in next INSYMA.

Batu, East Java, Indonesia  
15th-16th March 2014



## CONTENTS

FOREWORD	iii
CONTENTS	iv

### **MARKETING**

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1. THE INFLUENCE OF ENTREPRENEUR  
EDUCATION, INTERNAL LOCUS OF CONTROL,  
THE NEED OF ACHIEVEMENT, CREATIVITY,  
GENDER AND FAMILY TOWARD THE  
ENTREPRENEURSHIP INTENTION  
Andi Asdani, Anik Kusmintarti 3
2. CAN THE GOOD CORPORATE ETHICS  
STATEMENTS AND CORPORATE SOCIAL  
RESPONSIBILITY CREATE POSITIVE  
CONSUMER RESPONSES ON THE COMPANY  
AND ITS PRODUCTS? A CASE STUDY OF  
DJARUM'S CSR IN FACULTY OF ECONOMICS  
AND BUSINESS DIPONEGORO UNIVERSITY  
Ari Setiyaningrum 4
3. COMPARATIVE ANALYSIS OF CUSTOMER  
RELATIONSHIP MANAGEMENT AT GRAND  
ASTON HOTEL MEDAN AND POLONIA HOTEL  
MEDAN AND ITS IMPACT TO THE CUSTOMER  
LOYALTY  
Arlina Nurbaity Lubis, Yeni Absah 5
4. ECOPRENEURSHIP: CONCEPT OF  
RESPONSIBLE ENTREPRENEURSHIP  
Dhian Tyas Untari 7
5. THE EFFECT OF RELIGIOSITY DIMENSIONS TO  
THE QUALITY AND PRICE CONSUMER



ORIENTATION OF THE INDONESIAN MOSLEM CONSUMER Diana Aqmala, Astohar	8
6. THE EFFECT OF CUSTOMER EXPERIENCE DESIGN, RELATIONSHIP QUALITY, AND EMOTION CONNECTION ON LOYALTY (EMPIRICAL STUDY ON HOTEL INDUSTRY IN SOLO, INDONESIA) Elia Ardyan	10
7. ANALYSIS OF FACTORS THAT INFLUENCE ON MARKETING PERFORMANCE (STUDY ON SMES IN INDONESIA FACE ASEAN ECONOMIC COMMUNITY 2015) Endi Isnarno	11
8. DEFENSIVE MARKETING MIX STRATEGIES BASED ON CUSTOMER SATISFACTION COMPARISON OF DIGITAL PRINTING IN SURABAYA Esti Dwi Rinawiyanti, Rosita Meitha, Rendy Wibisono	12
9. THE EFFECT OF GREEN PERCEIVED VALUE AND GREEN PERCEIVED RISK TOWARD GREEN PURCHASE INTENTION THROUGH GREEN TRUST Fran Sindu Vinta, Dudi Anandya, Indarini	14
10. SHORT AND LONG-TERM PRICE ELASTICITY OF ROOM DEMAND-A TOOL FOR REVENUE MANAGEMENT: A HOTEL CASE STUDY IN BALI Ida Bagus Made Wiyasha, I Nyoman Arcana	15
11. THE EFFECT OF PRODUCT INNOVATION, ENDORSEMENTS AND REPUTATION RELATION WITH BRAND IMAGE AND BRAND AWARENESS TOWARD	



- AFFIRMATIVE OF PURCHASE DECISION ON  
AIR MANCUR COMPANY SOLO  
Ida Bagus Nyoman Udayana 16
12. MEETING, INCENTIVE, CONVENTION,  
EXHIBITION (MICE) AS A POTENTIAL  
MARKET CHALLENGES TO ENHANCE THE  
CITY BRANDING OF SURABAYA IN FACING  
GLOBAL TOURISM  
Indrianawati Usman, Afifah Rahmania 17
13. FIRM ADVANTAGES-BASED CSR: STRATEGY  
TO SUSTAIN & MAINTAIN GREEN BUSINESS  
PERFORMANCE (EVIDENCES FROM LARGE  
SCALE ENTERPRISES IN INDONESIA)  
Kardison Lumban Batu, Yoestini 19
14. GREEN MARKETING: ISLAMIC ECONOMIC  
PERSPECTIVE  
Lindiawatie, Khoirul Umam 20
15. E-WOM BOMB EFFECT ON SOCIAL  
MEDIAINFLUENCE TO BRAND: CASES IN  
HALAL PRODUCTS  
Liza Mumtazah Damarwulan 22
16. THE EFFECT OF THE IMPLEMENTATION OF  
RELATIONSHIP MARKETING ON CUSTOMER  
SATISFACTION AT PT. BANK DANAMON  
(PERSERO) TBK., CITRA GARDEN MEDAN  
BRANCH  
Marhayanie, Yulinda 24
17. THE INFLUENCE OF GREEN MARKETING AND  
TRIPPLE BOTTOM LINETO COMPETITIVE  
ADVANTAGES THROUGH SUSTAINABLE  
MARKETING, CORPORATE SOCIAL  
RESPONSIBILITY, BRAND EQUITY,  
CONSUMER BEHAVIOUR AND CONSUMER  
SOCIAL RESPONSIBILITY IN  
HYPERCOMPETITION OF GLOBALIZATION:



AN ECONOMIC VALUE-ADDED (EVA) APPROACH Maria Mia Kristanti	25
18. ROLE OF NETWORK IN INCREASING SHAREHOLDER VALUE Masmira Kurniawati	27
19. THE INFLUENCE OF PRODUCT AND SERVICE QUALITY, LOCATION AND CSR PROGRAM TOWARD CUSTOMER SATISFACTION Muchsin Muthohar, R. Ardyanto Bowo Laksono	28
20. FACTORS INFLUENCING GREEN PACKAGING FOR SMALL INDUSTRY (CASE STUDY ON CHIPS INDUSTRY) Mutia Tri Satya, Lina Said, Abdul Fidayan	30
21. CONSUMER AWARENESS AND BUYING INTEREST GREEN RESIDENTIAL IN SURABAYA Njo Anastasia	31
22. CORPORATE SOCIAL RESPONSIBILITY PROGRAMME AS PART OF COMPLEMENTOR RELATIONSHIP IN HOTELS' NETWORK: THE CASE OF HOTEL INDUSTRY IN BALI, THE REPUBLIC OF INDONESIA Nyoman Indah Kusuma Dewi	32
23. GREEN CORPORATE SOCIAL RESPONSIBILITY: A NEW DIMENSION OF CUSTOMER - BANK BOND FOR SUSTAINABILITY OF INDONESIAN BANKING Rahmad Wijaya, Lalu Edy Herman Mulyono	34
24. INTEGRATED MARKETING COMMUNICATIONS A CONCEPTUAL MODEL Resanti Lestari, Prihartono Aksan Halim	35



25. EFFECT OF BRAND AWARENESS, BRAND ASSOCIATION, AND PERCEIVED QUALITY ON DECISION TO CHOOSE STATE UNIVERSITY IN SURABAYA  
Ria Astuti Andrayani, Sri Setyo Iriani, Purwohandoko 37
26. THE INFLUENCE OF THE PATIENT PERCEPTION IN NURSING SERVICE ON THE 3<sup>RD</sup> CLASS IN – PATIENT LOYALTY AT DR. R.M. DJOELHAM GENERAL HOSPITAL BINJAI  
Retno Sari Dewi, Ritha F. Dalimunthe 38
27. EFFORT TO INCREASE MARKETING CAPACITY AMONG SME CLUSTER MEMBER IN MONOPSONY MARKET STRUCTURE  
Rizal Hari Magnadi 40
28. INCREASING HYPERMARKET RETAIL COMMUNICATION MIX EFFECTIVENESS BY DIGITAL CATALOG  
Robby Ardijanto, Indri Hapsari, Zulaicha Parastuty 41
29. THE INFLUENCE OF ECONOMIC CONTENT, CONTENT RESOURCE AND SOCIAL CONTENT TOWARD TRUST, SATISFACTION, COMMITMENT, AND RELATIONSHIP INTENTION (CASE STUDY ON ASKES HEALTH INSURANCE COMPANY IN PURWOKERTO)  
Salohuddin Nurdwiantoro 42
30. AWARENESS AND USAGE OF INTERNET BANKING ANALYSIS AND ITS DEVELOPMENT STRATEGY: CASE STUDY IN YOGYAKARTA SPECIAL REGION  
Singgih Santoso 43
31. IDENTIFICATION OF THE FACTORS IN BUILDING CUSTOMER LOYALTY AT RESTORANS TULANG JAMBAL BANDUNG  
Sri Wiludjeng SP, Rully Faturachman 44

32. MAPPING RELATION MEDIUM-INDONESI  
Sulhaini, Djo
33. SATISFACTION COMMUN BEDAGAI  
Syafrazal Hel
34. THE EFFECT PRICING P DECISION WIDYATA  
Taufik Rachin
35. THE IMPLEMENT TECHNO IN CREATI SMALL AN JOMBANG  
Widyastuti, M
36. THE EFFECT ENVIRONM GREEN LAI PURCHASE  
Yessy Artanti
37. THE INFLU ADVERTISI USE OF MO STUDY IN E  
Zulganef, Tau
38. PENGARUH CORE BRAN INTENTION DI SURABA  
Albert Louis H



32. MAPPING ORGANISATIONAL CULTURE AND  
RELATIONAL CAPABILITY OF SMALL AND  
MEDIUM-SIZED ENTERPRISES IN LOMBOK  
INDONESIA  
Sulhaini, Djoko Suprayetno 45
33. SATISFACTION INDEX MEASUREMENTS OF  
COMMUNITY SERVICES IN SERDANG  
BEDAGAI SUMATERA UTARA  
Syafrizal Helmi Situmorang, Endang Sulistya Rini 46
34. THE EFFECTS OF PRODUCT ATTRIBUTES AND  
PRICING POLICY TO NETBOOK PURCHASE  
DECISION (CASE STUDY OF UNIVERSITAS  
WIDYATAMA STUDENTS)  
Taufik Rachim, Iwan Setiawan 47
35. THE IMPLEMENTATION OF INFORMATION  
TECHNOLOGY AND INNOVATION STRATEGY  
IN CREATING COMPETITIVE ADVANTAGE IN  
SMALL AND MEDIUM ENTERPRISES BEADS IN  
JOMBANG  
Widyastuti, Monika Tiarawati 48
36. THE EFFECTS OF CONSUMER  
ENVIRONMENTAL CONSCIOUSNESS AND  
GREEN LABELS ON THE CONSUMER  
PURCHASE BEHAVIOR  
Yessy Artanti 49
37. THE INFLUENCE OF SERVICE QUALITY AND  
ADVERTISING MESSAGES ON INTENTION TO  
USE OF MOBILE BANKING SERVICE (CASE  
STUDY IN BPR-KS BANDUNG)  
Zulganef, Taufik Rachim, Eric Pardede 50
38. PENGARUH *CONSUMER PERCEPTION FIT* DAN  
*CORE BRAND ATTITUDE* TERHADAP *PURCHASE*  
*INTENTION* PRODUK PERLUASAN MICROSOFT  
DI SURABAYA  
Albert Louis Hanjaya, Dudi Anandya, Christina R. Honantha 51



39. THE ROLE OF MESSAGE FRAMING AND INVOLVEMENT IN PROMOTING POSITIVE ATTITUDE OF USE ORGANIC PRODUCTS: A CONCEPTUAL FRAMEWORK  
Andhy Setyawan 52
40. MODEL DEVELOPMENT STRATEGY FOR THE EFFECT OF GREEN MARKETING CORPORATE IMAGE IN RETAIL BUSINESS USING GSCA  
Erna Andajani, Rini Oktavera 53
41. IN THE REFERENCE GROUP ANALYSIS VIRAL MARKETING ON CONSUMER DEMAND PT AURIN BIZ  
Teguh Iman Basuki 54
42. THE EFFECT OF TAX PROPAGANDA TOWARD TAXPAYER COMPLIANCE OF SMALL BUSINESS CATEGORY IN KIARA CONDONG DISTRICT BANDUNG CITY  
Atin Hafidiah, Dusa Sumartaya 55
43. THE USE OF REUSABLE SHOPPING BAG AS FORM AS GREEN MARKETING IN RETAIL INDUSTRY  
Chicilia Nova Yatna, Andhy Setyawan 57
44. THE LINK BETWEEN *OFFLINE BRAND ATTRIBUTE* AND *CORPORATE BRAND IMAGE* OF GRAMEDIA TUNJUNGAN PLAZA BOOKSTORE IN SURABAYA  
Amelia Hutomo Chandra, Christina R. Honantha, Silvia Margaretha 58

#### **FINANCE & ACCOUNTING**

45. SOCIAL RETURN ON INVESTMENT AND ECONOMIC INCENTIVES IN PUBLIC COMPANIES  
Amelia Setiawan, Ria Satyarini 60

Departm  
Faculty  
Universi

Jl. Raya K  
Ph: +62 3  
email: uba



46. RELATED PARTY TRANSACTIONS AND EARNINGS MANAGEMENT IN INDONESIAN PUBLICLY LISTED MANUFACTURING COMPANIES PERIOD 2010-2012  
Anastasia Fenella Sutanto, Felizia Arni Rudiawarni 62
47. PERFORMANCE BASED BUDGETING IMPLEMENTATION: CASE STUDY AT STATE POLYTECHNIC OF MALANG  
Atika Syuliswati 63
48. ANALYSIS OF INFLUENCE OF PERFORMANCE AUDIT TO PUBLIC SERVICE QUALITY AT SOCIAL HEALTH INSURANCE (CASE STUDY AT DR. HASAN SADIKIN HOSPITAL BANDUNG)  
Dini Arwati, Kuspratama 64
49. THE INFLUENCE OF FINANCIAL PERFORMANCE AND INSTITUTIONAL OWNERSHIP ON DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY (EMPIRICAL STUDIES: THE COMPANIES LISTED ON INDONESIA STOCK EXCHANGE IN 2012)  
Dwi Puryati 65
50. APPLICATION DIVERSIFICATION OF SOCIAL RESPONSIBILITY (SRD) FOR CREATION FIRM VALUE  
Eka Handriani 66
51. VAR ANALYSIS ON MUTUAL RELATIONSHIP BETWEEN STOCK PRICE INDEX AND EXCHANGE RATE AND THE ROLE OF WORLD OIL PRICE AND WORLD GOLD PRICE  
Filus Raraga, Harjum Muharam 67
52. THE EFFECT OF MOMENTUM STRATEGY TO PORTFOLIO PERFORMANCE: EMPIRICAL STUDIES BASED ON SRI KEHATI STOCK



INDEX IN THE INDONESIAN CAPITAL MARKET Hasanudin	68
53. THE INFLUENCE OF COMPLEXITY OF OPERATION ON THE AUDIT DELAY I Putu Edy Arizona	69
54. THE INFLUENCE OF THE COMPONENTS OF INTERNAL CONTROL STRUCTURE ON CREDIT PROVISION EFFICIENCY ON LOCAL CREDIT INSTITUTIONS (LPD) IN DENPASAR I Gede Cahyadi Putra	70
55. THE IMPACT OF FINANCIAL DECISIONS, PROFITABILITY AND SIZE OF THE COMPANY ON FIRM'S VALUE (AN EMPIRICAL STUDY FROM MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE PERIOD 2009-2011) I Gusti Ary Suryawathy	71
56. DETERMINANTS OF BANK LIQUIDITY IN INDONESIA I Made Surya Negara Sudirman	72
57. THE EFFECT OF REPUTATION, ETHICS, SELF ESTEEM AND RISK PREFERENCES ON BUDGETARY SLACK MANAGERS BANK PERKREDITAN RAKYAT (BPR) IN BALI I Nyoman Putra Yasa	73
58. IMPACT OF FINANCIAL QUALITY AND FIRM SIZE ON CORPORATE FINANCIAL LEVERAGE CHOICE IN REGIONAL BANK INDONESIA Isfenti Sadalia, Fivi Rahmatus Sofiyah	74
59. THE FINANCIAL BEHAVIOR OF INVESTORS USING DISCRIMINANT ANALYSIS APPROACH Juli Meliza, Isfenti Sadalia, Khaira Amalia Fachrudin	75



60. COMPARISON ANALYSIS OF FINANCIAL PERFORMANCE BETWEEN THE COMPANIES WITH FOREIGN AND LOCAL OWNERSHIP STRUCTURE  
Kartikawati Danusasmita, Achmad Feriansyah, Edhi Juwono 76
61. THE PREDICTION OF FINANCIAL DISTRESS ANALYSIS AND ITS IMPLICATION TO STOCK PRICE'S SUB SECTOR TRANSPORTATION IN INDONESIA STOCK EXCHANGE PERIOD 2007-2011  
Lasmanah, Lia Amaliawiati, Larasati Lestari 78
62. MACROECONOMIC FACTORS INFLUENCE OF COMPOSITE STOCK PRICE INDEX VALUE SHARES TRANSACTIONS AS AN INTERVENING VARIABLE  
Lely Fera Triani 79
63. ANALYSIS THE INFLUENCE OF EFFECTIVENESS INTERMEDIATION FUNCTION BANKS ON EFFICIENCY BANK (CASE STUDY: CONVENTIONAL BANKS AND ISLAMIC BANKS IN INDONESIA)  
Lia Amaliawiati, Lasmanah 80
64. HOW FAR FIRM CHARACTERISTIC PLAYS A ROLE IN CORPORATE SOCIAL RESPONSIBILITY PROGRAM AND REPORTING: STUDY IN INDONESIAN MINING AND BANKING INDUSTRY  
Liza Veronica Yahya, Dianne Frisko 81
65. FINANCIAL CONDITION MODERATED THE EFFECTIVENESS OF AUDIT COMMITTEE TO REDUCE EARNINGS MANAGEMENT  
Michella Maria Virgine Prayogo, Yie Ke Feliana, Aurelia Carina Christanti Sutanto 82



66. EFFECT OF FINANCIAL LITERACY ON STUDENTS COMSUMPTIVE BEHAVIOUR (STUDIES IN FACULTY OF ECONOMIC, STATE UNIVERSITY OF SURABAYA)  
Novi Khoiriawati, Tri Agastya Kharismawati, Dian Anita Nuswantara 83
67. ANALYZED THE FUNDAMENTAL FACTORS OF STOCK RETURN (EMPIRICAL STUDY OF SRI KEHATI GROUP WHICH WERE REGISTERED IN INDONESIAN STOCK EXCHANGE)  
Perwito, Rita Zulbetti 84
68. EVALUATING CORPORATE SOCIAL RESPONSIBILITY TO FINANCIAL PERFORMANCE IN BANKING COMPANIES  
Reni Marlina 85
69. ANALYSIS OF FACTORS AFFECTING THE STOCK UNDERPRICING: CASES OF INITIAL PUBLIC OFFERING IN INDONESIA STOCK EXCHANGE  
Reza Widhar Pahlevi, Sutrisno 86
70. EFFECT OF NET PROFIT MARGIN, OPERATING PROFIT MARGIN, ECONOMIC VALUE ADDED, AND EARNING PER SHARE TO STOCK PRICE OF PHARMACEUTICAL INDUSTRY COMPANIES LISTED IN INDONESIAN FOREIGN EXCHANGE IN 2008-2011 PERIODS  
Rosemarie Sutjiati Njotoprajitno 87
71. THE INFLUENCE OF CAPITAL STRUCTURE, LIQUIDITY, AND EARNINGS GROWTH ON EARNINGS RESPONSE COEFFICIENT (STUDY OF BANKING COMPANY IN INDONESIA STOCK EXCHANGE)  
Siti Puryandani 88
72. THE ROLE OF FINANCING DECISIONS TO FINANCIAL PERFORMANCE ON ISLAMIC BANKING EMPIRICAL



EVIDENCE FROM INDONESIA Sutrisno	89
73. DETERMINANTS OF CORPORATE DEBT MATURITY IN ASIA PACIFIC Vina Veriana Limtiono, Deddy Marciano, James Bartle	90
74. DETERMINANT FACTORS THAT IS CONSIDERED BY SME'S IN CHOOSING FINANCING THROUGH BMT (BAITUL MAAL WAT TAMWIL) IN WEST SUMATERA Yasri, Rosyeni Rasyid, Gesit Thabrani	91
75. THE EFFECT OF CAPITAL STRUCTURE TO FINANCIAL PERFORMANCE Yeye Susilowati	93
76. THE INFLUENCE OF TAX PAYER'S AWARENESS, TAX SERVICE, AND TAX MORALE AGAINST TAX PAYMENT AND TAX EVASION Yohanes Mardinata Rusli, Candra Sinuraya	94
77. ANALYSIS OF FINANCIAL PERFORMANCE ROA AND ROE BJB SYARIAH BANK BEFORE AND AFTER SPIN OFF IMPLICATIONS OF THE COMPANY IMAGE Yudi W. Suwandi	95
78. PRACTICE OF CURRENT STATE MAPPING AS PART OF VALUE STREAM MAPPING TO INCREASE PROCESS EFFICIENCY AT PT X'S FINANCE SERVICES DEPARTMENT IN SURABAYA Albertus Herry Sulistiyo, Stevanus Hadi Darmadji, Imanuel Goestaman	96
79. ANALYSIS OF DIFFERENCES IN FINANCIAL PERFORMANCE BEFORE AND AFTER OBTAINING ISO 9001:2000 CERTIFICATION IN	



MANUFACTURING COMPANIES LISTED IN  
INDONESIA STOCK EXCHANGE

Gerry Geraldo Yonatan, Liliana Inggrit Wijaya

97

80. THE INFLUENCE OF SOCIAL CAPITAL ON  
LOAN PAYMENT BEHAVIOUR COMMUNITY  
SELF HELP GROUP (CASE STUDY AT  
FINANCIAL MANAGEMENT UNIT INSTITUTE  
FOR COMMUNITY SELF-RELIANCE IN  
BLIMBING SUB DISTRICT MALANG CITY)  
Moh.Fakhruddin Mudzakkir, Sri Wilujeng

98

81. ABNORMAL RETURN ON UNDERPRICED IPO  
IN INDONESIAN STOCK EXCHANGE DURING  
2009-2012

Angela Yosevin Florencia, Putu Anom Mahadwartha,  
Endang Ernawati

99

---

**HUMAN RESOURCES**

---

82. CREATING GOOD CITIZEN THROUGH  
ETHICAL VALUES

Ade Irma Anggraeni

103

83. COWORKERS INTERPERSONAL  
RELATIONSHIP AS ONE WAY TO EFFORT AN  
EMPLOYEE'S PERFORMANCE IMPROVEMENT  
Andi Deby Grecia

104

84. HOW TO GENERATE SUSTAINED  
COMPETITIVE ADVANTAGE IN A SMALL  
FAMILY BUSINESS?

Andreas Heryjanto, Christantius Dwiadmadja

105

85. MODERATING EFFECT OF MOTIVATION ON  
THE RELATIONSHIP OF EMOTIONAL  
INTELLIGENCE AND JOB PERFORMANCE  
Artha Febriana

106

86. THE USE OF PERSON ORGANIZATION FIT AS



- MODERATING VARIABLE IN RELATION  
AMONG QUALITY OF WORK LIFE,  
ORGANIZATIONAL COMMITMENT,  
ORGANIZATIONAL CITIZENSHIP BEHAVIOR  
AND PERFORMANCE  
Bambang Suko Priyono, Tristiana Rijanti 107
87. HUMAN CAPITAL AND THE SUCCESS OF SME  
BUSINESS PERFORMANCE  
Christantius Dwiatmadja 108
88. LEADERSHIP DEVELOPMENT, CHANGE-  
ORIENTED OCB: COMMUNICATION FORUM  
QUALITY AS AN MEDIATING VARIABLE  
Didik Subiyanto 109
89. THE IMPACT OF RECRUITMENT SYSTEM AND  
CAREER DEVELOPMENT ON THE ENHANCING  
OF WORKING EFFECTIVENESS THROUGH  
COMPENSATION AS INTERVENING VARIABLE  
AT NIAGARA HOTEL PARAPAT  
Elisabet Siahaan, Parapat Gultom 110
90. TRIPLE BOTTOM LINE OF BUSINESS AS A  
PERSPECTIVE BUSINESS ETHICS IN CREATING  
GREEN BUSINESS ON THE CORPORATE  
ORGANIZATION  
Farida Yuliaty 112
91. SPIRITUALITY IN WORKPLACE, INDIVIDUAL  
SPIRITUALITY AND WORK BEHAVIOUR: THE  
STUDI OF HIGHER EDUCATION IN INDONESIA  
Fitri Wulandari 113
92. THE IMPACT OF ORGANIZATIONAL  
COMMITMENT ON JOB SATISFACTION AND  
EMPLOYEES PERFORMANCE  
Helmi Buyung Aulia Safrizal 114
93. THE EFFECT OF TRANSFORMATIONAL  
LEADERSHIP AND QUALITY OF WORK LIFE



TOWARD ORGANIZATIONAL CITIZENSHIP BEHAVIOR AT UNIVERSITAS TERBUKA Helmiatin	115
94. FORMING ORGANIZATIONAL COMMITMENT THROUGH THE FACTORS OF THE PERFORMANCE LECTURER (A CASE STUDY AT SEKOLAH TINGGI ILMU EKONOMI HARAPAN MEDAN) Ilham Mubaraq Ritonga, Prihatin Lumbanraja	117
95. ORGANIZATIONAL IDENTIFICATION AS A BASIS OF ALUMNI BEHAVIOR SUPPORT ON THEIR ALMA MATER (STUDY IN INDONESIAN STATE UNIVERSITY ALUMNI) Intan Novela Q. Aini	118
96. ECONOMIC LEARNING BASE EDUCATIONAL FOR SUSTAINABILITY DEVELOPMENT ESD THROUGH MANGROVE FOREST Jun Surjanti, Budiono	119
97. THE MEDIATING EFFECT OF HIGH PERFORMANCE WORK SYSTEMS IN THE ORGANIZATIONAL CULTURE AND INFORMATION TECHNOLOGY TOWARDS MANAGERIAL PERFORMANCE: A STUDY AT COOPERATIVE IN SEMARANG CITY, PROVINCE OF CENTRAL JAVA, INDONESIA Maskudi	120
98. GREEN HUMAN RESOURCE MANAGEMENT IN THE CREATIVE INDUSTRY Meily Margaretha, Ratna Widiastuti	121
99. THE INFLUENCE OF PERSONALITY TYPE ON THE RELATION OF AUDITOR CAHARACTERISTICS, WORKLOAD, PROFESSIONAL SKEPTICISM TOWARD THE ABILITY TO DETECT FRAUD Ni Made Sunarsih	122



100. CSR MODEL: COOPERATION BETWEEN  
BUSINESS CORPORATION AND SURABAYA  
CITY GOVERNMENT FOR IMPROVING  
COMPETITIVENESS OF SMES THROUGH  
GREEN BUSINESS ORIENTED TIERED  
TRAINING  
Noviaty Kresna Darmasetiawan 123
101. EXAMINING THE INFLUENCE OF  
ORGANIZATIONAL CLIMATE AND ATTITUDE  
TOWARD KNOWLEDGE SHARING ON  
KNOWLEDGE SHARING INTENTION  
Rini Sarianti, Rahmiati 124
102. THE INFLUENCE OF RELIGIOSITY ON GREEN  
CAMPUS BEHAVIOR  
Siti Zulaikha Wulandari, Intan Ratnawati 125
103. DETERMINANTS OF LEARNING ORIENTATION  
AND MOTIVATION ON EMPLOYEES  
PERFORMANCE  
Sri Ismulyaty, Etty Puji Lestari 126

---

**OPERATION MANAGEMENT**

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104. CONSUMER PERCEPTIONS OF PRICE,  
QUALITY, VALUE ON LOW COST GREEN CAR  
IN SURABAYA AND SIDOARJO  
Fitri Novika Widjaja, A. Budhiman Setyawan, Prita Ayu  
Kusumawardhany 129
105. BUS RAPID TRANSIT AS A SOLUTION FOR  
TRANSPORTATION PROBLEM IN SEMARANG  
Novan Reza Pahlevi, Naafilah Lailatirrohman 130
106. VIETNAM'S URBAN ENVIRONMENTAL  
MANAGEMENT IN GLOBALIZATION WITH  
SOME ASIAN COUNTRIES'S EXPERIENCE



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(FROM AN ANTHROPOLOGICAL  
PERSPECTIVE)

Phan Thi Hong Xuan

131

107. SERVICE QUALITY ANALYSIS OF ARGO  
PARAHYANGAN TRAIN AS A TOOL FOR  
IMPROVING THE SERVICE

Rorim Panday

132

108. EFFECT OF QUALITY SERVICE AND FOOD  
WITH ROLE OF ATMOSPHERE MODERATION  
ON THE SUSHI TEI RESTAURANT AT GALAXY  
MALL-SURABAYA

Cenny Cahyadi, Siti Rahayu, Juliani Dyah Trisnawati

133

109. MEASURING ECOSERV IN INTEGRATED  
OUTDOOR CAMPUSS (IOC) UBAYA

Siti Rahayu, Veny Megawati, Edna Sri Rejeki

134

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**STRATEGIC MANAGEMENT**

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110. GREEN BUSINESS MODEL: A HOLISTIC  
APPROACH TO BECOME A GREEN BUSINESS

Boedi Hartadi Kuslina

137

111. DETERMINING FACTORS OF  
ENTREPRENEURIAL COMPETENCY

Endi Sarwoko

138

112. ANALYSIS THE RELATIONSHIP BETWEEN  
CORPORATE SOCIAL RESPONSIBILITY AND  
THE WELFARE SOCIETY PT X IN BANDUNG

Florentina Andre, M. Sienly Veronica

139

113. INTERRELATIONSHIP AMONG COMPETITIVE  
ADVANTAGE, BUSINESS STRATEGY  
AND ORGANIZATION ARCHETYPES

Heru Santosa Hadiyanto

140

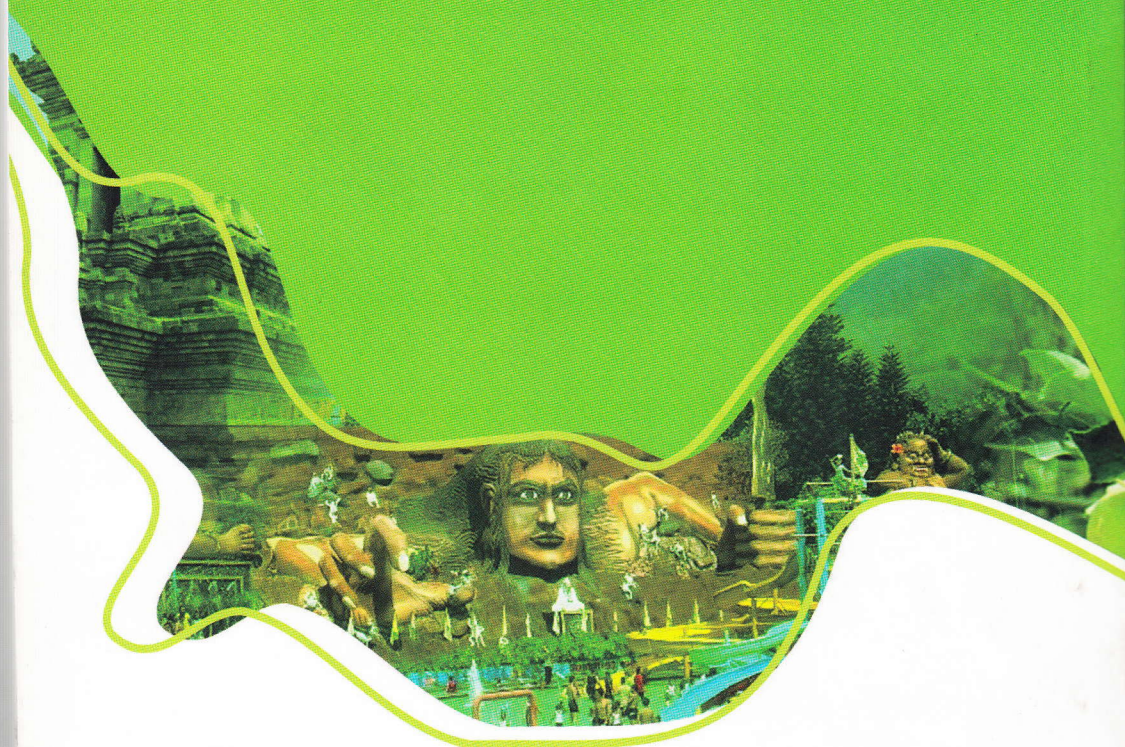
114. SERVICE MANAGEMENT STRATEGY BY IMPLEMENTING THE ACADEMIC INFORMATION SYSTEMS IN INDONESIA HIGHER EDUCATION CASE STUDY: CHRISTIAN UNIVERSITY OF INDONESIA John Tampil Purba	141
115. THE ROLE OF CSR IN BUSINESS TO ACHIEVE THE COMPETITIVE ADVANTAGE POSITION Maria F. Lies Ambarwati	142
116. THE DEVELOPMENT OF MODEL AND STRATEGY FOR SMALL MEDIUM ENTERPRISE (SME)s IN GERBANGKERTOSUSILO Bambang Suratman, Nadia Asandimitra Haryono, Harti	143
117. SOCIAL CAPITAL, HUMAN CAPITAL AND THE MEDIATING ROLE OF STRATEGY ON FIRM PERFORMANCE Nurita Andriani	144
118. CULTURAL DIMENSION AND CORPORATE SOCIAL RESPONSIBILITY Nurul Aini, Santianingrum Soebandhi	145
119. CLUSTER STRATEGY AS A SUSTAINABLE COMPETITIVE ADVANTAGE FOR SMALL AND MICRO BUSINESSES Ria Satyarini, Amelia Setiawan	146
120. GREEN BUSINESS PLAN BY REDUCING PACKAGING WASTE IN FOOD AND BEVERAGE INDUSTRY IN SURABAYA Linda Herawati, Benny Lianto, Evita Tania	147
121. FUNDAMENTAL OF VIRTUE ON CORPORATE SOCIAL RESPONSIBILITY (STUDY BASED ON ARISTOTLE' CONCEPTS AND IDEA) Fauzan, Diana Suryaningtyas	148



122. THE PRACTICES OF REGIONAL AUTONOMY IN  
CENTRAL JAVA AND ITS IMPLICATION ON  
ECONOMIC COMPETITIVENESS

Muhammad Kholis, Etty Puji Lestari

149



Department of Management  
Faculty of Business and Economics  
Universitas Surabaya

Jl. Raya Kalirungkut, Surabaya, 60293  
Ph: +62 31 298 1139 | Fax: +62 31 298 1131  
email: ubayainsyma@gmail.com

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Analysis The Relationship Between Corporate Social Responsibility And The Welfare  
Society PT X In Bandung

Florentina Andre  
Universitas Kristen Maranatha  
Email: florentina\_160193@yahoo.com

M.Sienly Veronica  
Univesitas Kristen Maranatha  
Email: lee\_pingping@yahoo.com

ABSTRACT

The purpose of this study was to analyze the relationship between corporate social responsibility undertaken by PT X in Bandung and the welfare of the community around the PT X. This is because of corporate social responsibility is a form of implementation of sustainable develop where corporate social responsibility is a commitment for the company to improve the welfare of the community surrounding the company. The sample used in this study is people around PT X where the sampling technique used was simple random sampling. Data were obtained through questionnaires and interviews with people around PT X. This study using cross tabulation and by  $\alpha = 5\%$  the results indicate that there is no relationship between corporate social responsibility is seen from the public perception and corporate philanthropy to the welfare of the community around PT X because PT X rarely do corporate social responsibility programs . It can be seen that of the 110 people around PT X who are interviewed, just 25 people engaged in social responsibility programs of PT X and the only 48 people who ever get the benefit of the social responsibility program of PT X so that PT X need designing social responsibility program in the short term and long term in order PT X can persist in carrying out its business activities in the social environment.

Keywords: social responsibility, public perception, corporate philanthropy and welfare of the community

## I. INTRODUCTION

The company in addition to making a profit, they are also required to contribute to society and the environment. Kotler and Lee (2005) define Corporate Social Responsibility (CSR) as the company's commitment to improve the welfare of the community through good business practices and contribute most companies resource.

Human awareness of the impact of the natural environment is increasing, this not only contribute to the emergence of the concept of sustainable development. The concept of sustainable development is to try to unify the maintenance of environmental sustainability, the development of technology, investment, and other changes in balance (WCED, 1987 in Baker, 2006).

Now the business world is no longer just pay attention to the company's financial statements alone (single bottom line), but has been covering the financial aspects, social aspects, and environmental aspects of the so-called triple bottom line. The synergy of these

three elements is the key to the concept of sustainable development (sustainable development). Often these activities have not been associated with the three key elements of sustainable development. But this is a positive first step that needs to be developed and expanded to actually be used as a Corporate Social Responsibility which is really sustainable.

Along with time, the number of industries keep increasing but this also increase the damage to environment, unfortunately the awareness of CSR in Indonesia is still low, a lot of damage environments are left without maintain. Therefore we are interested in doing research on the sustainability of the company in the areas surrounding Bandung especially textile companies as there are many people who live around the textile enterprise environment so we wanted to see the influence of CSR with the welfare of the local community and Is CSR programs implemented by companies have a major impact on the local community.

## **II. THEORETICAL DEVELOPMENT AND HYPOTHESES**

According to the view of classical management, the company as an economic entity is a business organization whose primary purpose is the pursuit of profit. This orientation, led to an attempt to gain as much as possible in the production and marketing research.

The concept of CSR goes beyond the economic responsibility, legal and technical of a company, and also exceeded the profitable production of goods and services and CSR is also seen as a way to help solve a wide range of social and environmental problems, especially problems that are created by the company's operations.

Corporate Social Responsibility (CSR) is a form of implementation of the Sustainable Development. Sustainable development is not just concentrate on environmental issues is wider than that, sustainable development policies include three scales: economic development, social development and environmental protection.

Based on the WCED (World Commission on Environment and Development) documents, explained that sustainable development emphasizes the importance of taking control of natural resources, both renewable or non-renewable. Both of these resources can still be taken, but must consider the impact of uptake and minimize its negative effects.

The implementation of the principle of sustainable development can be done in three ways: 1) through education, 2) the reform and development of the existing institutions, and 3) through regulation.

Kotler and Lee (2005) describes some of the major activities in the CSR with the term corporate social initiatives that illustrate some of the major events in the company's CSR to solve social problems and run the values of corporate social responsibility. Corporate Social Initiative is divided into 6 main activities : 1) Cause Promotions, 2) Cause-Related Marketing, 3) Corporate Social Marketing, 4) Corporate Philanthropy, 5) Community Volunteering and, 6) Socially Responsible Business Practices.

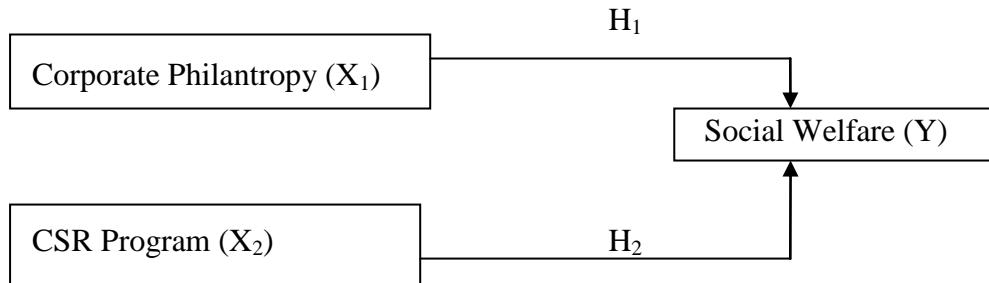
In this paper the authors use corporate philanthropy as a form of CSR that companies use. Corporate philanthropy is done by the company to contribute / donations directly in the form of funds, services, or tools to the needy both institutions, individuals or specific groups.

Beside that, the authors used perception of community to measure the company's CSR as Leavitt (1978: 27), mentions the perception in the narrow sense is vision, how a person sees something, whereas in the broad sense is the view or interpretation, ie how one views or mean something. Kreich and Crutchfield (2000:235) mentions that perception is influenced by functional factors and structural factors. Functional factors derived from needs, past experience and other things which included what we call personal factors, which determines the perception is not the kind or



forms of stimuli, but the characteristics of those who responded to the stimuli that. While structural factors derived solely from the nature of the physical stimuli and neurological effects thereof on the nervous system of individuals.

Based on the literature, the research model and the research hypothesis is:



Picture I

Research Model

The research hypothesis:

H<sub>1</sub>: Corporate philanthropy have a relationship with the welfare of the people around PT X.

H<sub>2</sub>: Corporate social responsibility program have a relationship with the welfare of the people around PT X.

### III. METHODS

#### Type of Research

Quantitative approach will be used in this research is to use the questionnaire method, using a structured question / systematically the same to many people (questionnaire), and then the entire answer obtained by researchers recorded, processed, and analyzed.

This type of research used in this research is descriptive-associative method. Descriptive-associative method is a method of research used to know and be able to describe the characteristics of the studied variables in a situation and be able to describe and determine the relationship of correlation and causal relationship between one variable with another variable (Sekaran, 2006; Suliyanto, 2009).

#### Population, Sample, Sampling Techniques and Data Collection Techniques

The subjects in this study were members of the surrounding community PT.X Bandung. Determination of the sample is done two steps, that is the determination of the location and determine the respondents. Location research is purposive (deliberately). Respondents who selected is a community member and is bordered by companies and felt the impact of companies, that is around Cijerah road to Cigondewah Kaler road, Village Cigondewah Kaler, District of Bandung Kulon. The number of people living around is 200 people. Determination of the respondents in this study will be done using simple random sampling (simple random method). The samples collected were 110 people.

This study uses primary data and secondary data. The primary data obtained from questionnaires and secondary data obtained from the analysis of documents and literature from various sources related to the research objectives.

**Measuring of Research Variables**

- A. Public perception about the company's activities can be measured using a likert scale with five on a statement. The likert scale choices are from strongly agree to strongly disagree.
- B. Characteristics
1. Age is measured by calculating the difference between the respondent was born until the year when the study was conducted and stated in years.
  2. Gender is measured by looking at the physical characteristics of the respondents who expressed in two types of men and women.
  3. This type of work is measured by asking the type of occupations that will be carried by the respondents as a source of occupations and its association with the companies.
  4. The level of education is measured by knowing the last highest level of formal education completed by the respondent.
  5. Origin area was measured by where the respondents came from.
  6. Length of stay was measured from the answer choices, that is (1) Less than 1 year, (2) 1 to 3 years and, (3) More than 3 years
  7. Knowledge of Corporate Social Responsibility is measured from the questions, that is (1) to know about corporate social responsibility (Corporate Social Responsibility or CSR), (2) never heard of CSR (Corporate Social Responsibility or CSR) conducted by PT X, (3) has been involved in companies social responsibility (CSR) conducted by PT X and, (4) never get the benefits of companies social responsibility (CSR) PT X.

**Method of Data Analysis**

Analysis tools are used to test the research hypothesis is cross tab test because want to see how the relationship between variables. The step of data analysis:

**1. Validity and Reliability Test**

Validity testing instrument, usually the minimum requirement to be eligible is if  $r = 0,176$ . Reliability testing instrument, variable said to be reliable if the cronbach's alpha value  $> 0,60$ .

**2. Cross tab Test**

Basis for decision making, that is based on the comparison chi-square test and numbers on table: if the Asym sig  $> \alpha (0,05)$ , then  $H_0$  is accepted, if the the Asym sig  $< \alpha (0,05)$ , then  $H_0$  is rejected.

**RESULTS AND DISCUSSION****I. Validity and Reliability Test**

Result of the validity test is the variables are valid because corrected item-total correlation  $> 0,176$  and result of the reliability test is the variables are reliable because the value of cronbach's alpha  $> 0,60$  so that the variables could be use to test the hypothesis. That validity and reliability test can be seen in the appendix II.

**II. The Hypothesis**

1. Research hypothesis one: Corporate philanthropy have a relationship with the welfare of the people around PT X, which the statistic hypothesis as below:

$H_0$ : Corporate philanthropy doesn't have a relationship with the welfare of the people around PT X.

$H_1$ : Corporate philanthropy have a relationship with the welfare of the people around PT X.



Result of the hypothesis testing can be see below:

Table I  
Result of Hypothesis I

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39,457 <sup>a</sup>	52	,900
Likelihood Ratio	49,537	52	,571
Linear-by-Linear Association	,216	1	,642
N of Valid Cases	110		

a. 66 cells (94,3%) have expected count less than 5. The minimum expected count is ,10.

Pearson Chi-Square Asym.sig: 0,900 >  $\alpha$ : 0,05, the  $H_0$  accepted so that Corporate philanthropy doesn't have a relationship with the welfare of the people around PT X.

2. Research hypothesis two: Corporate social responsibility program have a relationship with the welfare of the people around PT X, which the statistic hypothesis as below:

$H_0$ : Corporate social responsibility program doesn't have a relationship with the welfare of the people around PT X.

$H_1$ : Corporate social responsibility program have a relationship with the welfare of the people around PT X.

Result of the hypothesis testing can be see below:

Table II  
Result of Hypothesis 2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	104,726 <sup>a</sup>	120	,838
Likelihood Ratio	111,755	120	,692
Linear-by-Linear Association	,000	1	,997
N of Valid Cases	110		

a. 155 cells (100,0%) have expected count less than 5. The minimum expected count is ,10.

Pearson Chi-Square Asym.sig: 0,838 >  $\alpha$ : 0,05, the  $H_0$  accepted so that Corporate social responsibility program doesn't have a relationship with the welfare of the people around PT X.

The result of two hypothesis was indicate that the research hypothesis was rejected. It is because the PT X rarely do corporate social responsibility programs . It can be seen that of the 110 people around PT X who are interviewed, just 25 people (22,72%) engaged in social responsibility programs of PT X and the only 48 people (43,64%) who ever get the benefit of the social responsibility program of PT X. The data can be see at the appendix I.

## CONCLUSION

1. By  $\alpha = 5\%$ , corporate philanthropy doesn't have a relationship with the welfare of the people around PT X because the benefit of corporate social responsibility from PT X doesn't give affect to the welfare of the people around PT X.
2. By  $\alpha = 5\%$ , corporate social responsibility program doesn't have a relationship with the welfare of the people around PT X. It was because PT X rarely do corporate social responsibility program and just only 25 people from 110 people around PT X engaged in social responsibility programs of PT X.

Based on the study conclusions presented suggestions for practical interests or the interests of further study as follows:

1. PT X should have some corporate social responsibility program to increase the welfare of the people around PT X and the corporate social responsibility program should engaged the whole people around PT X.
2. For further research is recommended to search the company that have a corporate social responsibility program and continiu doing corporate social responsibility program for testing how the effect of the corporate social responsibility program for community welfare.

## LIST OF REFERENCES

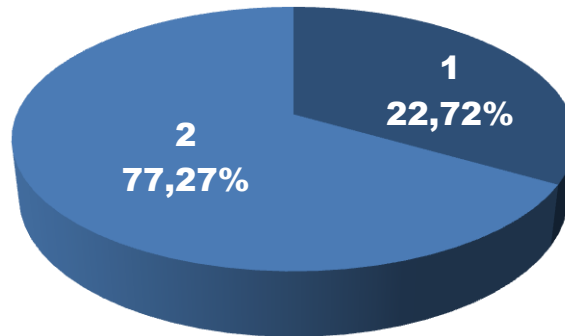
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APPENDIX I

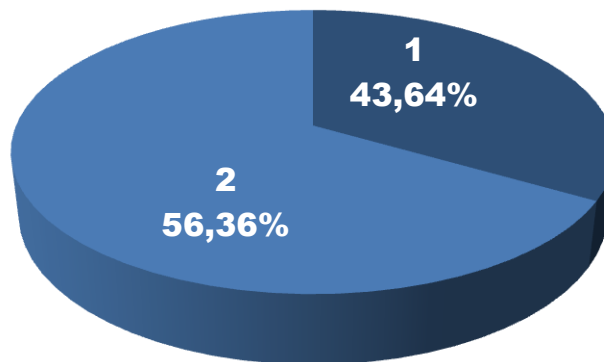
Part of Result From Questionnaire

**Program CSR**



Picture I  
Percentage Respondent Engaged In Social Responsibility Programs of PT X

**Benefit From CSR Program**



Picture II  
Percentage Respondent Get Benefit From Social Responsibility Program of PT X

\*Note: 1 : For Answer Yes and 2: For Answer No

## APPENDIX II

Table I  
Result of Validity Test For Variable Y

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P9	4,82	,847	,313	,301
P10	4,69	,748	,410	,183
P11	4,40	1,086	,185	,490
P12	4,61	,938	,179	,444

Table II  
Result of Validity Test For Variable X<sub>1</sub>

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	9,65	4,745	,463	,570
A2	9,67	4,938	,537	,521
A3	9,95	4,998	,466	,568
A4	9,92	5,947	,292	,677

Table III  
Result of Validity Test For Variable X<sub>2</sub>

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	39,81	51,092	,511	,795
B2	39,91	52,028	,427	,801
B3	39,74	51,774	,542	,794
B4	39,65	52,469	,422	,802
B5	39,52	51,922	,465	,799
B6	40,03	55,421	,277	,811
B7	40,61	58,112	,114	,818
B8	40,68	56,054	,317	,808
B9	40,59	56,244	,267	,811
B10	40,04	51,834	,475	,798
B11	39,56	53,698	,335	,808
B12	39,40	49,673	,574	,790
B13	39,80	50,694	,520	,794
B14	39,65	50,008	,516	,794
B15	39,84	50,487	,496	,796



Table IV  
Result of Reliability For Variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
,440	4

Table V  
Result of Reliability For Variable X<sub>1</sub>

Reliability Statistics	
Cronbach's Alpha	N of Items
,656	4

Table VI  
Result of Reliability For Variable X<sub>2</sub>

Reliability Statistics	
Cronbach's Alpha	N of Items
,812	15