

THE EFFECT OF ENVIRONMENTAL CSR ON POSITIVE EMOTIONS, ATTITUDES & CORPORATE REPUTATION

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ABSTRACT

This study aims to analyze the influence of environmental Corporate Social Responsibility on positive emotions, attitudes, and company reputation. This research uses quantitative approach method. The results of this study also confirm that the role of positive emotions has striking significance in the conceptual structure used. This suggests that within a developed frame of mind, positive emotions play an important central role. The conclusion of this study is that there is a positive correlation between environmental CSR with positive emotions and company reputation. In addition, there is also a positive correlation between the company's reputation and positive emotions and attitudes towards the company.

Keywords: *Environmental CSR, positive emotions, attitude, company reputation.*

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INTRODUCTION

The sustainability of the Company's operations cannot be separated from the lives of the communities around the operational area. CSR programs are often one of the sustainable strategies of a company that can facilitate business operations by coexisting peacefully with the community. CSR programs are also used as a way to show the company's concern for the surrounding community to build a positive image and good reputation. In fact, when CSR is considered from a strategic perspective, it will become a spirit of the vision-mission and values of top management so that it is not considered as a company expense but rather a strategic initiative that the organization wants to implement to distinguish it from competitors (Fatima & Elbanna, 2023).

Extractive industries whose operations are directly related to local communities, or communities because of their area of operation adjacent to the surrounding environment, cause the demand for a reciprocal relationship between the company and the community to be significant. However, a company's failure to build good synergies with the community and surrounding environment can cause problems. Extractive industries are often challenged by external stakeholders, because natural exploitation activities are often associated with natural damage, which then has an impact on the socio-economic sector and surrounding communities (Kurniadi, 2015).

Companies engaged in mining and oil and gas are often identified with negative impacts on the environment. Broadly, CSR can be used to increase the positive impact of a company's operations on society. In particular, CSR can be used as a way to improve the company's image and reputation and reduce the risk of public pressure arising from the impact of the company's operations. Therefore, the demands for extractive companies to contribute to the environment around their operations are often very high. The demands of a company's contribution to environmental improvement, whether directly related to the company's operations or not, can be met through the implementation of CSR / Community Development

(PM) programs, especially CSR / PM programs with environmental themes (Supriadinata & Goestaman, 2013).

Theoretically, companies can use stakeholder engagement and corporate social responsibility (CSR) approaches to build trust with local communities, resolve disputes and achieve social acceptance (social license) by proactively minimizing negative social and environmental impacts of the Company's operations. Among others by investing socially in, for example, health services, education, water supply and or ensuring adequate compensation for any damage arising from the Company's operations. However, the measurement of the effectiveness of this strategy must always be measured and monitored. Because, despite the statement, many companies still see CSR as the only solution to all their social and environmental problems. In fact, some companies have continued to invest in CSR for decades, despite growing evidence that they are not achieving their set goals. (Akporiaye & Webster, 2022).

A company's reputation is a strategic asset because it can increase the value of the company in question. A clear roadmap for reputation management is important to measure and improve a company's reputation when compared to its competitors. Reputation is the result of the entire partner's view of the organization. This view is shaped by the perspective of each partner as well as the corporate identity used to assess the organization. Building a good reputation requires ongoing strategic efforts to build a synergistic image and identity (Arvirianty, 2019).

This is what underlies the importance of this research. This research is a modification of previous research that discussed consumer responses to Environmental CSR and luxury activities conducted by Marie Schill and Delphine Godefroit-Winkel in 2022. In the study, the variables studied were Environmental CSR, Luxury Perceptions, Service Quality, Positive Emotions, and Attitude towards The Shopping Mall. The study aims to examine the effect of corporate social responsibility (CSR), luxury and service quality on consumer emotions that influence consumer attitudes towards shopping malls. Structural Equation Modeling (SEM) was applied to data from a sample of 706 French citizen consumers to test the hypothesis. The results of the study highlight the importance of environmental CSR dimensions, luxury and service quality as stimuli that affect consumer emotions positively, which ultimately affects consumer attitudes positively. This research provides recommendations addressed to shopping center managers on how shopping center management can use environmental CSR activities and perceptions of luxury and service quality as relevant stimuli in their positioning strategies to improve consumer emotions and attitudes towards shopping centers. (Schill & Godefroit-Winkel, 2022)

The modifications made are adjusting the Independent Variable into Attitude towards the Company (PHE ONWJ) and positive emotions for the beneficiary communities living around the operational area. The addition of an independent variable Corporate Reputation was also carried out to see the influence of Environmental CSR on Corporate Reputation. This scheme was adopted from research conducted by Pham Tien Thanh, Nguyen Thu Ha, Pham Thi Hong Ngoc and Le Thi Thuy Ha (Tien Thanh et al., 2023).

The formulation of the problem in this study is to find out whether the Environmental CSR Program of PHE ONWJ has a positive effect on the Positives Emotions of Beneficiaries. Does PHE ONWJ's Environmental CSR Program have a positive effect on PHE ONWJ's

Corporate Reputation? Does the Beneficiary's Positives Emotions positively affect the Beneficiaries' Positives Attitude Toward Company (PHE ONWJ)? Does Beneficiary's Positives Emotions positively affect PHE ONWJ's Corporate Reputation? Does PHE ONWJ's Corporate Reputation positively affect the Positives Attitude Toward Company (PHE ONWJ) of the beneficiaries? Does the Environmental CSR Program of PHE ONWJ positively affect the Positive Attitude Toward Company (PHE ONWJ) of the beneficiaries? Is there any effect of PHE ONWJ's Environmental CSR Program on Attitude Toward Company (PHE ONWJ) mediated by PHE ONWJ's Corporate Reputation? Is there any effect of PHE ONWJ's Environmental CSR Program on Attitude Toward Company (PHE ONWJ) mediated by Beneficiaries' Positives Emotions? Is there any influence of PHE ONWJ's Corporate Reputation on Attitude Toward Company (PHE ONWJ) mediated by Beneficiaries' Positive Emotions?

The purpose of this study is to analyze the effect of ONWJ's Environmental CSR program on the Positives Emotions of beneficiaries. Analyzing the effect of PHE ONWJ's Environmental CSR Program on PHE ONWJ's Corporate Reputation. Analyze the effect of Beneficiaries' Positive Emotions on the Beneficiaries' Attitude Toward Company (PHE ONWJ). Analyzing the effect of Beneficiary Positives Emotions on PHE ONWJ's Corporate Reputation. Analyzing the effect of PHE ONWJ's Corporate Reputation on the Attitude Toward Company (PHE ONWJ) of beneficiaries. Analyze the effect of PHE ONWJ's Environmental CSR Program on the Attitude Toward Company (PHE ONWJ) of beneficiaries. Analyzing the effect of PHE ONWJ's Environmental CSR Program on Attitude Toward Company (PHE ONWJ) mediated by PHE ONWJ's Corporate Reputation. Analyzing the effect of PHE ONWJ's Environmental CSR Program on Attitude Toward Company (PHE ONWJ) mediated by Beneficiaries' Positives Emotions. Analyzing the effect of PHE ONWJ's Corporate Reputation on Attitude Toward Company (PHE ONWJ) mediated by Beneficiaries' Positive Emotions.

The benefits of this research for companies as a result of this research data are used to determine the company's sustainability strategy, one of which is the application of environment-themed CSR that can be used to establish good relations with the community around the operational area while increasing the company's reputation. The results of the study can provide an explanation to the wider community about the impact of the Company's CSR programs on the community, especially people who are close to the company's operational area. By looking at the benefits of CSR programs, it is hoped that the community can support environmentally friendly operations and benefit them.

METHOD

This study uses a quantitative approach, where it is stated that quantitative research is research intended to reveal symptoms holistically-contextually through data collection from natural settings by utilizing researchers as key instruments. Quantitative research is descriptive and tends to use an inductive approach analysis (Rofiki & Nurhayati, 2020). This study used both primary and secondary data sources. Primary data is a type of data collected directly from primary sources, such as interviews, questionnaire surveys, experiments, and others. Primary data is usually specific because it is tailored to the needs of researchers. The primary data used in this study came from questionnaire questions asked to respondents (Balaka, 2022).

While secondary data is data obtained indirectly from other parties, from companies or offices which can be in the form of activity reports, company profiles, guidebooks, or other libraries. This research uses data derived from internal documents of PT PHE ONWJ regarding Environmental CSR / PPM programs for Fiscal Year 2020 – 2022 (Hardani et al., 2020). (Hair et al., 2019) (Hair et al., 2019)

This study used as many samples as In this study using 200 respondents, so that the basis for making validity test decisions is that the indicator is declared valid if the resulting loading factor value ≥ 0.40 . The indicator is declared invalid if the resulting loading factor value < 0.40 .

RESULTS AND DISCUSSION

A. Hypothesis 1 (H1)

PHE ONWJ's commitment in preserving the environment around the area they operate, especially through its CSR activities, has built a feeling of joy and happiness in the community around the company, especially the program beneficiaries. These positive emotions from the community can be an excellent capital for the sustainability of the company's operations. If properly maintained, these positive emotions can develop into positive behaviors, as conveyed (Han et al., 2020) that ecological CSR is a significant contributor in improving customers' affective evaluation of their products/services and increasing their positive intentions/behaviors towards the company.

The results of research in extractive industries are similar to previous studies mostly conducted in the retail industry which stated that institutions that act responsibly can influence the perception of trust, admiration, good feelings, and self-esteem felt by their stakeholders (Aledo-Ruiz et al., 2022). However, the view that extractive industries have an adverse impact on the environment, especially those related to air pollution, still exists. The community around the operational area also needs to be involved in company activities to foster a sense of pride in their interaction with the company.

B. Hypothesis 2 (H2)

PHE ONWJ's commitment to environmental conservation has also brought a good image to the company which in turn fosters a view in the community around its operations that PHE ONWJ is a company with a good reputation. This view has more or less made people feel calm about the company's operations around them. CSR activities carried out together with the community are able to give confidence to the community in the company's commitment to the environment around them which has shaped their reputation to this day. This is in line with previous research stating that past CSR activities can impact on, shape, or reflect a company's current reputation (Arslanagic-Kalajdzic & Zabkar, 2017).

C. Hypothesis 3 (H3)

Positive feelings such as happy and happy that people feel about their interaction with PHE ONWJ affect their attitude towards the company. These positive emotions can be a driver of people's supportive attitude towards company activities. Emotional attractiveness directly influences stakeholder behavior, through cognitive processes such as attitudes, motivation, and trust (Aledo-Ruiz et al., 2022). This is inseparable from the safety of the company's activities against their daily activities. CSR activities carried out also make the

community feel cared for and considered, so they also provide support for the company for operations. It is a reciprocal condition that is mutually beneficial and desired by all parties in walking with it between the economy and the environment.

D. Hypothesis 4 (H4)

PHE ONWJ's reputation which is considered good by the community through interactions and community programs that have been carried out by the company has influenced the emotions of the community, especially the community beneficiaries of CSR programs. The good reputation that has been formed affects the feelings of pleasure and happiness of the community when interacting with the company. This is also due to the fulfillment of expectations – expectations of positive activities that reputable companies are expected to carry out to them. Reputation has dimensions such as ambient, design, and social that influence the positive emotional response of stakeholders (Fikri et al., 2019). PHE ONWJ Building community programs that pay attention to these dimensions, among others, by utilizing the needs, involvement and social conditions of the beneficiary communities. This strategy can eventually foster positive emotions from the surrounding community.

E. Hypothesis 5 (H5)

The results of previous studies that discussed the influence of reputation on attitudes were also evident in the phenomenon of PHE ONWJ with the surrounding community (Putra & Raharjo, 2022). The positive reputation of the company, which has been formed for a long time in the surrounding community, has been proven to be able to foster supportive attitudes towards the company's presence. The positive reputation that is formed does not appear in a short time. Reputation is the end result of a collection of positive portfolios of the company over the surrounding community. Although challenges to this reputation are also always there, support for the company is still carried out, one of which is because the company's reputation is always close and affordable and able to communicate well with the surrounding community. So that small problems can be solved well before they become big.

F. Hypothesis 6 (H6)

Based on the results of this study, the Environmental CSR Program conducted by PHE ONWJ was not able to significantly influence people's attitudes towards the company. This result is different from the results of research in previous studies by (Arachchi & Samarasinghe, 2023) and (Rew & Cha, 2020) that CSR can have a direct effect on attitudes. Some factors that allow this difference include differences in respondent characteristics, namely:

1. Respondents in the previous study were consumers who used products from the company studied for their CSR program and not necessarily as a beneficiary of the company's CSR program, while this study took respondents from the beneficiaries of the CSR program.
2. The respondents of the previous study came from generation Y (born in 1980 – 1999) with a relatively high level of education, while this study most respondents were fishermen with a background in high school education.
3. Based on brief interviews with several respondents, they said that there were several things that hindered their relationship with the company, including related to compensation payment activities for the YYA-1 oil spill incident which had been closed at the time this research was conducted. The community raised several problems,

including the accuracy of data collection of affected communities and some payments that were considered unfinished. However, some communities accept the results and hope that the company will continue to pay attention to the needs of the surrounding community through other programs.

G. Hypothesis 7 (H7)

The results of the study stated that Corporate Reputation has a partial mediating role in influencing Environmental CSR towards Attitude toward Company. Increasing the company's reputation is something that can be considered to get a positive effect from the implementation of the company's CSR on the positive attitude of the beneficiaries. A good company reputation can encourage public attitudes to be more accepting of the programs carried out by the company.

H. Hypothesis 8 (H8)

It is known that Positive Emotions have a full mediating role in influencing Environmental CSR towards Attitude toward Company while it is known that in H6 there is a direct relationship between Environmental CSR and Attitude toward Company that is not supported, this means that to influence the attitude of the beneficiary community around the company through Environmental CSR programs, It cannot be done without first cultivating positive emotions from the community. Companies always have to find ways to always foster positive emotions of the community which are the main bridge to change people's attitudes through the company's CSR programs. CSR programs must be designed according to the wishes of the community so that the program is able to foster positive emotions from beneficiaries so that the process of attitude change can take place more smoothly and sustainably.

I. Hypothesis 9 (H9)

This research also proves that positive emotions play a fairly central role in the frame of mind model. Hypothesis 9 is proven to state that Positive Emotions have a partial mediating role in influencing Corporate Reputation towards Company Attitude. Building a reputation means also forming a positive emotion or feeling towards the community. This means that in an effort to build a strong reputation that can influence people's attitudes towards the company, the activities or programs carried out can consider the positive emotions of the beneficiaries. Reputation must also be built in the midst of a good emotional condition of the community to be able to influence people's attitudes to the company.

CONCLUSION

From the results of research and discussion that have been described in the previous chapter, it can be concluded that there is a positive influence of Environmental CSR on Positive Emotions and Corporate Reputation. There is a positive influence of Corporate Reputation on Positive Emotions and Attitudes Toward Company. Positive Emotions positively affect Attitude Toward Company. However, there is no direct positive influence of Environmental CSR on Attitude Toward Company.

Meanwhile, related to the analysis of the effect of mediation, it can be concluded that Corporate Reputation has a partial mediating role in influencing Environmental CSR towards the Company's toward Attitude. Positive Emotions also have a partial mediating role in

influencing Corporate Reputation towards Company Attitude. While Positive Emotions have a full mediating role in influencing Environmental CSR towards Attitude towards Company.

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