EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY FOR PUBLIC RESPONSE TO OPERATING ACTIVITIES PT PEMBANGKITAN JAWA BALI (PT PJB)

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ABSTRACT

The purpose of this study is to mengetahui the influence of CSR programs in social activities on the response of people around the installation related to the generation operations of PT. PJB. Studying the public response over the CSR program directed towards productive activities to help ease the burden on communities around isntalasi generation PT. PJB.Memahami public response on CSR program of activities aimed at environmental preservation community around the installation of generation PT. PJB. The methodology used in this study is reflected in the model regression analysis and primary data collected via tail questionner separately examine the research hypothesis is that the program of CSR activities has positive influence on the community response around the installation of generation. The response in the form of support to the operational activity of the generation that is managed by PTB. While difkelompokkan CSR activities in the form of social assistance, productive activities that help the economic life of society, and keiatan pelesatrian surrounding natural environment. The findings in this study, namely that kegitan corporate social responsibility conducted by PT PJB in order to help social activities has received a positive response and significantly by the community around pembangkita installation. Support of productive activities to help promote economic activities around the corporate environment, and exhibited significantly positive effect on the response of the community. And activities in the form of aid for the improvement or preservation of the natural environment around the installation and significant positive effect on the response of the community. The implications of this research, which is associated with CSR activities that responded positively and significantly by the public, shows that companies need to maintain continuity of CSR programs, and set up planning more comprehensive and integrated, thus providing optimum benefits for the community or people, improve the company's value in the form of profit and preservation of the natural environment or the planet.

Keterbatas pThis enelitian, mainly because it can not reveal the motivation of management and other factors that influence decision making responsibiity corporate program undertaken by the company.

Keyword: Corporate Social Responsibility, Sustainability of People, Planet and Profit.

INTRODUCTION

Based on the Regulation of the Minister of State-Owned Enterprises No. PER-05 / MBU / 2007 dated 27 April 2008 on the Partnership Program for State Owned Enterprises With Small Business and Community Development Program, then became kewajban bahi companies under the auspices company State Owned Enterprises or SOE including its subsidiaries to hold activities Community Development, known as Corporate Social Responsibility or CSR.

PT Perusahaan Listrik Negara, or PLN (Persero) as the state-owned company engaged in the national electricity has subsidiaries namely PT Generation Java, Bali or PT PJB engaged in power generation operating working area of Java and Bali, has organized CSR is by allocating a budget annually. The activities carried out not only at headquarters but in every operational unit of generation that are scattered throughout the work unit as in Paiton, Gresik, Brantas, Muara Karang, Muara Tawar, Cirata, and others scattered diunit-central unit generation who are diwalayah work mentioned above.

CSR programs held as stipulated in the above SOE Minister Regulation which includes: (a) b elp victims of natural disasters, (b) support the education and / or training, (c) help to improve health, (d) support the development of infrastructure and / or public facilities, (e) help religious facilities, and (f) support nature conservation. In this study refers to the scope of the above, but with pengelompkan on activities that are classified into a program (a) social assistance, including disaster relief, assistance to improve health, and help religious facilities, (b) support productive activities, including education and / or training, the development of infrastructure and / or public facilities, and (c) a support nature conservation.

In connection with these activities program, so in this paper will be examined how far the effects of the company's CSR activities affect the response or responses of society, with a view to obtaining inputs at the same time evaluate the effectiveness of implementation effectiveness of the company's CSR kegiatas. As a hypothesis on the public response to the CSR program PT PJB, namely the kegiata provide positive and significant impact, because CSR is bermanaaf to people's lives, especially in the environment around the installation of generation. Therefore, the management company continues to expand the program from year to year is not only the people around the installation, but more than that, so the presence of PT PJB midst of society can survive or be sustainable. The existence of the company loved by the community and success in running the operation, because they always maintain a clean environment or do not pollute the environment or harm the health of society, and sustainable programs in melesatarikan environment.

Principal Issues Research

Based on the description above, it is a question in this research are:

a. How much influence the program of social activities undertaken by the company generating the Java Bali elicit a response from people around the installation of generation chiefly in relation to the generation operations conducted by PT PJB?
b. How is the public response to help corporate responsibility or CSR are focused on productive activities?
c. How juah public response CSR tehadap aid directed at the preservation of the natural environment assistance isntalasi generation?

Purpose and Usefulness Research

The purpose of this study was focused to answer penelititian the problems mentioned above, namely:

a. Determine the influence of CSR program of social activities on the response of people around the installation related to the generation operations of PT. PJB.
b. Studying the public response over the CSR program directed towards productive activities to help ease the burden on communities around isntalasi generation PT. PJB.
c. Understanding the public response over the CSR program of activities aimed at environmental preservation community around the installation of generation PT. PJB.

The usefulness of this research, especially in terms of:

a. Contributed to the development of science, especially in the study of the CSR program conducted by the company.
b. A reference to the parties who will conduct studies on CSR using an econometric model, as was done in this study.
c. Give a full picture of the application of econometric analysis in the study of CSR. Therefore, in this study using almost all means of econometric analysis to explain the phenomena studied, thus providing a greater understanding of comprehension, especially because in analiis used two software at the same time to be complementary SPSS 22 and Eviews, so it can do more analysis meets kepentigan causal analysis.

LITERATURE REVIEW

The theory and the results of previous research that underlies this research are theories relevant to the Corporate Social Responsibility as proposed by the experts, namely (a) Agency Theory, (b) Positive Accounting Theory, (c) Steakholders Theory, (d) Theory Ligitimasi , (e) Model the Triple Botton Line, (f) Negtiave concept of externality, and other corporate social responsibility study results presented in Hadi (2009); Kusuma (2013); Wibowo (2013); Arief (2014); and Ayu (2015).

Theory Agency (Agency Theory)

PeResearch has this using agency theory as a grand theory where the theory of agency (agency theory) revealed the existence of a relationship between the principal (the company owner or the party giving the mandate) and the agent (manager of the company or person receiving the mandate) which is based on the separation of ownership and control of companies, separation of insurer risk, decision making and control functions (Jensen and Meckling, 1976) in (Suaryana, 2011).

Positive Accounting Theory (Positive Accounting Theory)

A positive accounting theory developed by Watts and Zimmerman (1986) in Suaryana (2011) in his work entitled positive accounting theory. This theory became a reference in the development of accounting research. Basically

Positive accounting theory to explain the behavior of corporate management in financial reporting.

Stakeholders theory

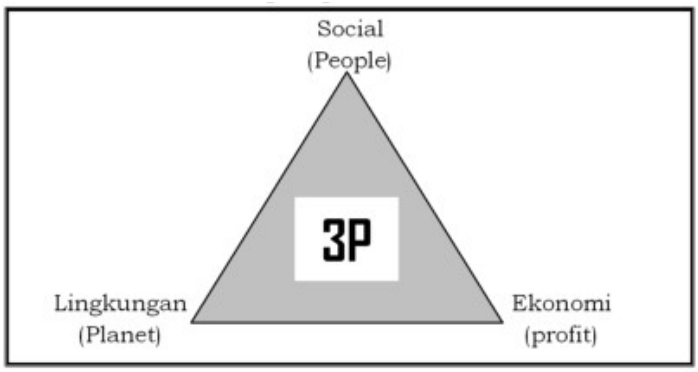
Theory predicts stakeholder management attention to the expectations of the stakeholders of the ruling, the stakeholders who have the power to control the resources needed by the company (Deegan, 2000) in (Suaryana, 2011) ..

Legitimacy theory

The theory of legitimacy revealed that the company continually strives to act in accordance with the limits and norms in society, on his business activities perusaha trying to be accepted by the perception of external parties (Deegan, 2000).

The Triple Botton Line

John Eklington (1997), which is famous for "The Triple Botton Line" argues that if a company wants to sustain, then he needs to pay attention to 3P as the picture below, which is not just profit hunted, but also should make a positive contribution to society (people) and actively participate in protecting the environment (planet).



Negative externalities

negative externalitiesmengakibatkan cost to be borne by all stakeholders, while they are the ones who do not participate directly enjoy increased prosperity (result) of the company. From there the beginning of the emergence of lack of balance between the interests of the company as a business unit with the interests of stakeholders (incongruence- si). Implikasinnya, protest against the company's stakeholders. To reduce a claim (protest) can be done through social mechanisms cotract berupaka increase in corporate social responsibility (CSR). Corporate Social Responsibility is a manifestation of consciousness businesses (industry) on externalities caused dis-economics.

Study Results CSR (Other)

Milton Friedman (1970) states that the company's management has a responsibility to improve (maximize) profits for the owners (shareholders). Trevino and Nelson (1995) argued that management should increase profits (money) is unfounded and incompatible with the existence of the community (society). That is, companies in pursuit of profit as to which philosophy keberdaan companies should take into account the interests and norms of society surrounding them.

RESEARCH HYPOTHESES

Based on the above description and consider the theoretical basis or literature relating to this CSR study, the hypothesis proposed in this study, namely:

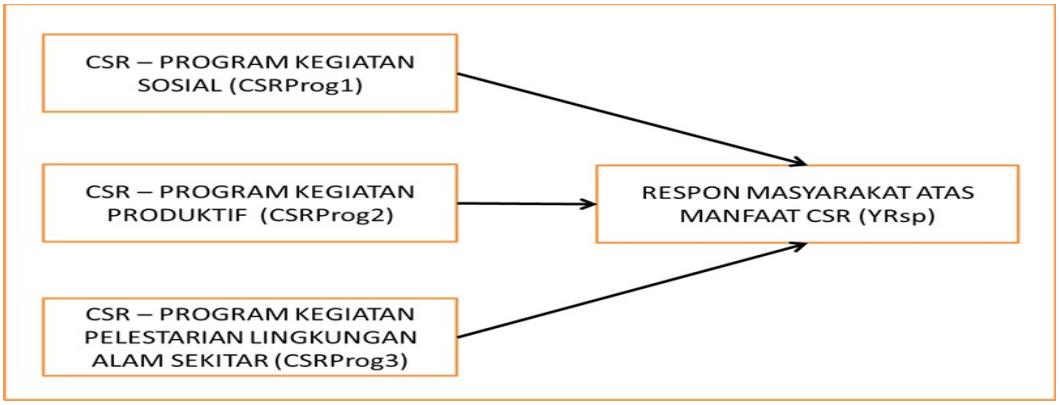
a. That the social activities programmed in CSR activities is eagerly awaited around the community Oleg generation installations, because annually PT PJB doing these activities, even increasingly developed over time. Management of the company contributed to the implementation, even a concern until at PLN Centre and the ministerial level. Therefore, CSR budget allocation is constantly supported at the time of preparing the annual budget through CBP or budget plans of the company. Based on this, the first hypothesis proposed in this study, namely;
   Hypothesis (1): CSR activities are focused on social activities and significant positive effect on the response of the community around the installation of generation PT PJB.
b. CSR activities not only are focused on the consumer, but is also directed to the productive activities that are expected to trigger an advanced long-term basis on the business activities surrounding communities. Thus, this program can provide additional income of both people and open new opportunities for productive activities corresponding potential of the community concerned. Based on that makahipotesis 2 proposed in this study are:
   Hypothesis (2):CSR programs directed at productive activities and significant positive effect on the response of the community around the installation of generation PT. PJB.
c. CSR activities are directed at environmental conservation programs is expected by the public, especially to support the program of activities of local government to preserve the community. Many activities pelesatraian environment that has been done by the company, whether they are multi-year and incidental according to the needs at the time, and these perceived benefits olehmmasyarakat, because before these activities are programmed beforehand coordinated with the community and with local authorities, to enable the co-operation and integrated programs between the relevant agencies. Based on this, the third hypothesis proposed in this study, namely:

Hypothesis (3):CSR activities are intended to help pelesatrian natural environment positive and significant effect on the response of the community around the installation of generation PT. PJB.

METHODOLOGY

In this paper will analyze CSR as independent and as an independent variable is the public response to the program of activities consisting of belp victims of natural disasters, aid education and / or training, the improvement of health, aid the development of infrastructure and / or public facilities, religious facilities assistance, and help nature conservation.

Framework of analysis in this studied is described as follows:



Based on the above analysis framework, so in this study used regression analysis model as follows:

$$\mathbf{YRsp_i = \beta_0 + \beta_1\ CSRProg_{1i} + \beta_2\ CSRProg_{2i} + \beta_3\ CSRProg_{3i} + e_i}$$

Where :

- $YRsp_i$ = public response to the environmental development or CSR activities of the company to the observation to i
- $CSRProg_{1i}$ = CSR activities of social programs such as health, education and advice to worship at observation i
- $CSRProg_{2i}$ = kegiatas CSR productive public infrastructure program on observations to i
- $CSRProg_{3i}$ = preservation of the natural environment on observation to i
- e_i = error in the observations to i
- i = 1 ..... n
- β_0 = constant
- β_1..... β_3 = coefficient independent variable directions

The types and sources of data

The data used in this analysis using a sample that will be used by 40 rseponden elected randam to the people who are around the location where the generation installation has been carried out CSR activities by PT. PJB. The list of questions raised sebaimana attached, which is associated with the dependent variable and the independent variables to be studied as the regression equation above.

HYPOTHESIS TESTING

Hypothesis testing is done through; (a) test instrument of accession which consists of a test valitas, and reliability test, (b) the assumption of linear regression or the classical assumption of multicollinearity test, heteroscedasticity test, autocorrelation test and normality test, and test linearity, (c) the regression analysis consists of a test model or adjusted R^2, F test, to test the level of significance of the relationship between the independent variable dependent varaibel overall, t test to test the level of significance of the partial correlation between independent variables one by one the dependent variable, and regression coefficient analysis.

a. Test of instrument

As a first step for the regression calculation, necessary to test instrument used in the collection of data, namely:

(a) Validity
This test validity, is to determine how accurate instrument or technique of sampling or measurement data in this study.

(b) Realiability
Reliability testing is to determine the consistency of measuring devices or the sampling technique is used if the measurement is repeated, the results are consistent or trustworthy or test stand.

b. Assumptions of classical regression

Dipersyartkan linear regression model with the classical assumption, containing the:

(a) Multicollinearity test, ie testing the regression model showed that there were significant relationships between independent variables were used. If there are relationships or multicollinearity in the model, then the invalid used in the estimation.

(b) Heteroskedastisitas test, ie testing the inequalities of residual variance in regression models. Heteroskidastity means there is a variant that is not equal to the variable is used, otherwise homoskedastisitas means variants of these variables have the same niali or constant.

(c) Autocorrelation test, the regression model used does not happen correlation of residuals for the observation of one with the other observations are arranged in chronological order or serial. So this autocorrelation test therefore is not only the alpha testing time series data but also used for cross section data.

(d) Normality test, which aims to test whether the residual value which has been standardized in the regression model berddistribusi normal or the residual value of the bulk of approaching the average value.

(e) Linearity test, which is to determine the level of linearity partial correlation between independent variables with the dependent variable used in the study.

c. Regression analysis

In regression calculations to be stated on the results of this study are:

(a) The coefficient of determination (Adjusted R^2)
The coefficient of determination, ie to measure the coefficient of determination produced quite able to explain the phenomenon under study. The value of the coefficient of determination (R^2) reflects how large the variation of the dependent variable Y can be explained by the independent variable X. If the value is equal to 0. The coefficient of determination ($R^2 = 0$), meaning that the variation of Y can not be explained by X altogether. Meanwhile, when $R^2 = 1$, meaning that the variation of Y as a whole can be explained by X. In other words, when $R^2 = 1$, then all the observation point is exactly on the regression line. Thus good or bad a regression equation is determined by its R^2 has a value between zero and one.

(b) F-statistic
F-statistic test: to test the level of significance of the relationship between the independent variable dependent varaibel overall. F-test are used to test the hypothesis coefficient (slope) regression simultaneously .. How well the regression testing using ANOVA Table or Analysis of Variance. Having obtained F count, then the next step is to compare it with the table F with df of k and (nk-If F Hit> Ftab (nk-1), then reject H0 or in other words that at least one regression slope statistically significant.

(c) t-statistic
The t-statistic, namely to test the level of significance of the partial correlation between independent variables one by one to dependent variable. After making the overall regression coefficient test (F-test), the next is to test individual regression coefficients that disebutan t-test were formulated as follows:

$$t = \frac{b_j}{s.e\left(b_j\right)}$$

$$\left| t \right| > t_{\alpha/2}$$

T above value will be compared with the value t table. If it turns out, the program was , Then the value of t is in the rejection region, so that the null hypothesis (β_j= 0) is rejected at the level of confidence (1-α) X 100%.

(d) The regression equation

The regression equation regression coefficients portrait reflects the influence of the independent variable or the independent variable on the dependent variable, which means that the coefficient indicates the magnitude of the change in the dependent variable when the independent variable changes by one unit. Significant negative regression coefficient opposite relationship between the dependent and independent variables, that is, when the independent variable increases then the dependent vraiabel will decline. Conversely, if a positive regression coefficient means a unidirectional relationship between the dependent and independent variables, that is, when the independent variable increases then varaiabel dependent will also increase or decrease when the independent variable, the dependent variable was also decreased.

RESULT AND DISCUSS

a. Test Instrument

(a) Validity

Table statisk correlation to test the validity of the simulation as SPSS-22, which each variable tested alternately variable dependent and independent variables. The result of the calculation is stated that qualify validity if Pearson Correlation have a level of sig (2-tailed) <0.01 or 1%. Test the validity of the independent variables and the dependent variable is presented below.

a) Test the validity of the dependent variable Yrsp

Test the validity of the dependent variable Yrsp remedy, expressed as the following correlations table with the results, the Pearson Correlation = 1.000 and sig level (2-tailed) = 0.000 or less than 0.01, or 1%, which means that each of the items or answers question (Questionner) was declared invalid.

Correlations

		YRsp_1	YRsp_2	YRsp_3	YRsp_T
YRsp_1	Pearson Correlation	1	1,000**	1,000**	1,000**
	Sig. (2-tailed)		,000	,000	,000
	N	40	40	40	40
YRsp_2	Pearson Correlation	1,000**	1	1,000**	1,000**
	Sig. (2-tailed)	,000		,000	,000
	N	40	40	40	40
YRsp_3	Pearson Correlation	1,000**	1,000**	1	1,000**
	Sig. (2-tailed)	,000	,000		,000
	N	40	40	40	40
YRsp_T	Pearson Correlation	1,000**	1,000**	1,000**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	40	40	40	40

**. Correlation is significant at the 0.01 level (2-tailed).

b) Test the validity of independent variables CSRProg1

Test the validity of independent variables CSRProg1, expressed as the following correlations table with the results, the Pearson Correlation = 1.000 and sig level (2-tailed) = 0.000 or less than 0.01, or 1%, which means that each of the items or answers question (questionner) was declared invalid.

expressed as correlations table below:

Correlations

		CSRprog1_1	CSRProg1_2	CSRProg1_3	CSRProg1_T
CSRprog1_1	Pearson Correlation	1	1,000**	1,000**	1,000**
	Sig. (2-tailed)		,000	,000	,000
	N	40	40	40	40
CSRProg1_2	Pearson Correlation	1,000**	1	1,000**	1,000**
	Sig. (2-tailed)	,000		,000	,000
	N	40	40	40	40
CSRProg1_3	Pearson Correlation	1,000**	1,000**	1	1,000**
	Sig. (2-tailed)	,000	,000		,000
	N	40	40	40	40
CSRProg1_T	Pearson Correlation	1,000**	1,000**	1,000**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	40	40	40	40

**. Correlation is significant at the 0.01 level (2-tailed).

c) Test the validity of independent variables CSRProg2

Test the validity of independent variables CSRProg2, expressed as the following correlations table with the results, the Pearson Correlation = 1.000 and sig level (2-tailed) = 0.000 or less than 0.01, or 1%, which means that each of the items or answers question (questionner) was declared invalid.

Correlations

		CSRProg2_1	CSRProg2_2	CSRProg2_3	CSRProg2_T
CSRProg2_1	Pearson Correlation	1	1,000**	1,000**	1,000**
	Sig. (2-tailed)		,000	,000	,000
	N	40	40	40	40
CSRProg2_2	Pearson Correlation	1,000**	1	1,000**	1,000**
	Sig. (2-tailed)	,000		,000	,000
	N	40	40	40	40
CSRProg2_3	Pearson Correlation	1,000**	1,000**	1	1,000**
	Sig. (2-tailed)	,000	,000		,000
	N	40	40	40	40
CSRProg2_T	Pearson Correlation	1,000**	1,000**	1,000**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	40	40	40	40

**. Correlation is significant at the 0.01 level (2-tailed).

d) Test the validity of independent variables CSRProg3

Test the validity of independent variables CSRProg3, expressed as the following correlations table with the results, the Pearson Correlation = 1.000 and sig level (2-tailed) = 0.000 or less than 0.01, or 1%, which means that each of the items or answers question (questionner) was declared invalid.

Correlations

		CSRProg3_1	CSRProg3_2	CSRProg3_3	CSRProg3_T
CSRProg3_1	Pearson Correlation	1	1,000**	1,000**	1,000**
	Sig. (2-tailed)		,000	,000	,000
	N	40	40	40	40
CSRProg3_2	Pearson Correlation	1,000**	1	1,000**	1,000**
	Sig. (2-tailed)	,000		,000	,000
	N	40	40	40	40
CSRProg3_3	Pearson Correlation	1,000**	1,000**	1	1,000**
	Sig. (2-tailed)	,000	,000		,000
	N	40	40	40	40
CSRProg3_T	Pearson Correlation	1,000**	1,000**	1,000**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	40	40	40	40

**. Correlation is significant at the 0.01 level (2-tailed).

(b) Reliability

Table statisk to test the reliability of the simulation SPSS-22, which each variable tested alternately variable dependent and independent variables. The test results can be expressed as qualified or reliable if the reliability of the results obtained Cronbach's Alpha> 0.7. The level of reliability of the dependent variable and the independent variables presented below.

a) Reliability test of dependent variable YRsp

Reliability test for dependent variables YRsp, expressed as the Reliability Statitics following table with the results, ie Cronbach's alpha = 1 or in greater than 0.7 it is stated that the instrument measuring or sampling method used in this study expressed realible. In the measurement method or the variable sampling method used otherwise reliable, then the measurement results in this study can be stated that if the measurement is repeated, then the result will be consistent or trustworthy or test stand. Conversely if the level of reliability is not eligible or Cronbach's Alpha <0.7 it is stated that the data measured results can not be used optimally, as instrument or method of data collection or sampling techniques used can not be trusted or not disqualified. Therefore, research using cross section data like this needs to be done in addition to the reliability test validity, because the data or samples used will determine the estimation results obtained from the regression calculation. This variable reliability level simulation results presented in accordance SPSS 22 as follows:

```
RELIABILITY /VARIABLES=Y11 Y12 Y13
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Case Processing Summary

		N	%
Cases	Valid	40	100
	Excluded[a]	0	0
	Total	40	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	3

b) Reliability test of independent variables CSRProg1

Reliability test for independent variables CSRProg1, expressed as the Reliability Statitics following table with the results, ie Cronbach's alpha = 1 or greater than 0.7 it is stated that a measuring instrument or sampling method used in this study expressed realible. In the measurement method or the variable sampling method used otherwise reliable, then the measurement results in this study can be stated that if the measurement is repeated, then the result will be consistent or trustworthy or test stand. Conversely if the level of reliability is not eligible or Cronbach's Alpha <0.7 it is stated that the data measured results can not be used optimally, as instrument or method of data collection or sampling techniques used can not be trusted or not disqualified. Therefore, research using cross section data like this needs to be done in addition to the reliability test validity, because the data or samples used will determine the estimation results obtained from the regression calculation. This variable reliability level simulation results presented in accordance SPSS 22 as follows:

RELIABILITY /VARIABLES=X11 X12 X13

Case Processing Summary

		N	%
Cases	Valid	40	100
	Excluded[a]	0	0
	Total	40	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	3

c) Reliability test of independent variables CSRProg2

Reliability test for independent variables CSRProg3, expressed as the Reliability Statitics following table with the results, ie Cronbach's alpha = 1 or greater than 0.7 it is stated that a measuring instrument or sampling method used in this study expressed realible. In the measurement method or the variable sampling method used otherwise reliable, then the measurement results in this study can be stated that if the measurement is repeated, then the result will be consistent or trustworthy or test stand. Conversely if the level of reliability is not eligible or Cronbach's Alpha <0.7 it is stated that the data measured results can not be used optimally, as instrument or method of data collection or sampling techniques used can not be trusted or not disqualified. Therefore, research using cross section data like this needs to be done in addition to the reliability test validity, because the data or samples used will determine the estimation results obtained from the regression calculation. This variable reliability level simulation results presented in accordance SPSS 22 as follows:

RELIABILITY /VARIABLES=X21 X22 X23

Case Processing Summary

		N	%
Cases	Valid	40	100
	Excluded[a]	0	0
	Total	40	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	3

d) Reliability test of independent variables CSRProg3

Reliability test for independent variables CSRProg3, expressed as the Reliability Statitics following table with the results, ie Cronbach's alpha = 1 or in greater than 0.7 it is stated that the instrument measuring or sampling method used in this study expressed realible. In the measurement method or the variable sampling method used otherwise reliable, then the measurement results in this study can be stated that if the measurement is repeated, then the result will be consistent or trustworthy or test stand. Conversely if the level of reliability is not eligible or Cronbach's Alpha <0.7 it is stated that the data measured results can not be used optimally, as instrument or method of data collection or sampling techniques used can not be trusted or not disqualified. Therefore, research using cross section data like this needs to be done in addition to the reliability test validity, because the data or samples used will determine the estimation results obtained from the regression calculation. This variable reliability level simulation results presented in accordance SPSS 22 as follows:

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RELIABILITY /VARIABLES=X31 X32 X33
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Case Processing Summary

		N	%
Cases	Valid	40	100
	Excluded[a]	0	0
	Total	40	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	3

b. Assumptions of classical regression

(a) Multikolinearity

By using SPSS 22 software, the following test results obtained multicollierity, that each independent variable has a VIF or Variance Inflation Factor <alpha 10 (a = 1 / VIF), or 10 = 1 / 0.10 or VIF = 10. thus it can be stated that the regression model is used there is no multicollinearity, since each variable has only independnt VIF value in the range of 1,015 up to 1,112, or less than 10.

Coefficient Correlations[a]

Model			CSRProg1	CSRProg2	CSRProg3
1	Correlations	CSRProg1	1	-0,057	-0,301
		CSRProg2	-0,057	1	-0,084
		CSRProg3	-0,301	-0,084	1
	Covariances	CSRProg1	0,007	0	-0,002
		CSRProg2	0	0,005	0
		CSRProg3	-0,002	0	0,004

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	CSRProg2	0,985	1,015
	CSRProg3	0,899	1,112
	CSRProg1	0,902	1,108

a. Dependent Variable: YRsp

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	CSRProg2	CSRProg3	CSRProg1
1	1	3,948	1	0	0	0	0
	2	0,026	12,343	0	0,6	0,35	0,05
	3	0,018	15,009	0,02	0,1	0,59	0,57
	4	0,008	21,852	0,98	0,3	0,06	0,38

a. Dependent Variable: YRsp

(b) Heteroskidastity

By using software Eviews Heteroskidastity test calculation results obtained as the table below. The reason for SPSS eviews use less practical in the calculation and there is no facility to calculate directly Heteroskidastity as in Eviews. From EVIWS provided several methods Heteroskidastity, and one of them using a method White is used in the calculations in this study, which compares the Chi-square count with Chisuare table of figures residual, and when Chi-square count is smaller than the Chi-square table then concluded heteroskedastisity not happen.

Chi-square count obtained from: Obs * R-squared = 40 x 0.254651 = 10.18603, while Chi-Squared table at alpha 5% or 0.05 = 55.75. Because Chi-Squared count (10,18) is smaller than the Chi-Squared table (55.75), then declared not happen Heteroskedasticity.By using Eviews Software obtained the following results:

Heteroskedasticity Test: White

F-statistic	1.138843	Prob. F(9,30)	0.3676
Obs*R-squared	10.18603	Prob. Chi-Square(9)	0.3356
Scaled explained SS	3.814686	Prob. Chi-Square(9)	0.9232

Test Equation:
Dependent Variable: RESID^2
Method: Least Squares
Date: 12/30/15 Time: 08:01
Sample: 1 40
Included observations: 40

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-1.501877	0.904815	-1.659873	0.1074
CSRPROG1^2	0.033204	0.035360	0.939030	0.3552
CSRPROG1*CSRPROG2	-0.039269	0.034753	-1.129962	0.2674
CSRPROG1*CSRPROG3	-0.078298	0.034942	-2.240784	0.0326
CSRPROG1	0.212075	0.269175	0.787873	0.4370
CSRPROG2^2	-0.015608	0.024507	-0.636873	0.5290
CSRPROG2*CSRPROG3	-0.006945	0.031882	-0.217828	0.8290
CSRPROG2	0.278608	0.219514	1.269204	0.2141
CSRPROG3^2	-0.007658	0.023215	-0.329874	0.7438
CSRPROG3	0.359387	0.206275	1.742273	0.0917

R-squared	0.254651	Mean dependent var	0.062820
Adjusted R-squared	0.031046	S.D. dependent var	0.061178
S.E. of regression	0.060221	Akaike info criterion	-2.569269
Sum squared resid	0.108798	Schwarz criterion	-2.147049
Log likelihood	61.38538	Hannan-Quinn criter.	-2.416607
F-statistic	1.138843	Durbin-Watson stat	1.989024
Prob(F-statistic)	0.367558		

(c) Autocorrelation

By using SPSS - 22, then the simulation results obtained with the method of Durbin Watson Dwhitung of 1,772 as the following table,

Model Summary[b]

Model	Durbin-Watson
1	1,772[a]

a. Predictors: Constant), CSRProg1, CSRProg2, CSRProg3

b. Dependent Variable: Yrsp

Unknown sampael n = 40 and table Durbin Watson obtained dL = 1.3 and dU = 1.6 so that it can be stated that the data in this study did not happen because the autocorrelation DW count = 1,772 or be in a position greater than dU on the diagram DW ,

(d) Normality

Normality test aims to determine whether the residual value has disstandarisasi in regression models the normal distribution or not. The residual value is said to be normally distributed if the residual value largely standardized approach its average value. If depicted in the form of the curve will form a picture of bells (bell-shaped curve). Non-fulfillment of normality in general due to distribution daa analyzed is not normal, because of the extreme values in the captured data that can

occur for various reasons (a) sampling error, and (b) the character of the data is far from the average or completely different with others.

Lillefrs normality test method:

By using SPSS 22, obtained the brackish Sig of the variables, namely: Yrsp = 0.000, CSRProg1 = 0.000, CSRProg2 = 0.000, and CSRProg3 = 0.000, which means that the residual value of normal distribution for sig level of less than 0.05 or 5%. Dikatak normal distribution of the residual value if the level of each variable sig stretcher has a level of sig> 0.05 or above 5%.). Non-fulfillment of normality is mainly due to the distribution of the data being analyzed is not normal, because the character of the data is far from the average or completely different from the others.

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
YRsp	0,403	40	0	0,614	40	0
CSRProg1	0,356	40	0	0,701	40	0
CSRProg2	0,301	40	0	0,758	40	0
CSRProg3	0,277	40	0	0,793	40	0

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
YRsp	40	100,00%	0	0,00%	40	100,00%
CSRProg1	40	100,00%	0	0,00%	40	100,00%
CSRProg2	40	100,00%	0	0,00%	40	100,00%
CSRProg3	40	100,00%	0	0,00%	40	100,00%

(e) Linearity

Test linear relationship between independent variables with the dependent variable partially, or alternately each independent variable with the dependent variable was tested linearity. Relations otherwise qualified linearity linearity obtained if the ANOVA table Sig level Linearity <0.05 or small leboh of 5%. Linearity test results are expressed as follows:

(a) CSPRProg1 variable linearity test with YRsp:

Linear relationship between independent variables with the dependent variable YRsp CSPRProg1, showed Linearity at the level of Sig = 0.131 which means that there is a linear relationship between two variables. Otherwise have a linear relationship between independent variables with the dependent variable, if the level of Sig <0.05.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
YRsp * CSRProg1	Between Groups	(Combined)	3,766	2	1,883	12,423	,000
		Linearity	3,573	1	3,573	23,569	,000
		Deviation from Linearity	,194	1	,194	1,277	,266
	Within Groups		5,609	37	,152		
	Total		9,375	39			

(b) CSPRProg2 variable linearity test with YRsp:

Linear relationship between independent variables with the dependent variable YRsp CSPRProg2, showed Linearity at the level of Sig = 0.005 which means that there is a linear relationship between

two variables. Otherwise have a linear relationship between independent variables with the dependent variable, if the level of Sig <0.05.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
YRsp * CSRProg2	Between Groups	(Combined)	1,815	2	,908	4,443	,019
		Linearity	1,778	1	1,778	8,701	,005
		Deviation from Linearity	,038	1	,038	,185	,670
	Within Groups		7,560	37	,204		
	Total		9,375	39			

(c) CSPRProg3 variable linearity test with YRsp:

Linear relationship between independent variables with the dependent variable YRsp CSPRProg3, showed Linearity at the level of Sig = 0,000 which means there is a linear relationship between two variables. Otherwise have a linear relationship between independent variables with the dependent variable, if the level of Sig <0.05.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
YRsp * CSRProg3	Between Groups	(Combined)	4,445	2	2,222	16,677	,000
		Linearity	3,946	1	3,946	29,613	,000
		Deviation from Linearity	,499	1	,499	3,742	,061
	Within Groups		4,930	37	,133		
	Total		9,375	39			

c. Regression analysis

(a) Determinand coefficient (Adjusted R^2)

Table statistical calculation coefficient of determination or adjusted R^2 = 0.710 or 71%, which means the results of this study to the linear models were used, it changes the independent variables are able to explain changes in the independent variable of about 71%, or it can be stated that this model is very good and met the study criteria socioeconomic commonly used in the range of at least 60%.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,856[a]	0,732	0,71	0,2642

a. Predictors: (Constant), CSRProg1, CSRProg2, CSRProg3

(b) F-Statistic

Statstik calculation table obtained by the F test, namely:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,862	3	2,287	32,771	,000[b]
	Residual	2,513	36	0,07		
	Total	9,375	39			

a. Dependent Variable: YRsp

b. Predictors: (Constant), CSRProg1, CSRProg2, CSRProg3

Perhiungan results of the ANOVA table above shows F count = 32.771 and sig = 0.000 level. Because the rating level sig test F = 0.000 or less than 0.01, or 1%, it can be stated that the overall independent variables used in this study (CSRProg1, CSRProg2, and CSRProg3) very significant influence on the dependent variable Yrsp. The significance level commonly used in the socio-economic research is to limit short signifkansi <0.05 or 5%.

(c) t-Statistic

Table prhitungan obtained statistical t-test each level sig partially independent variables, namely: (a) Sig for CSR Prog1 = 0,000, (b) Sig for CSR Prog 2 = 0.000, and (c) for CSR Prog3 sig = 0,000. Because the level of sig t test less than 5%, it is stated that the respective partial seckesara independent variables used in this study a significant effect on the dependent variable Yrsp.

Print out the results of SPSS-22 statistical coefficient obtained as the table below:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,163	0,393		-0,414	0,681
	CSRProg2	0,276	0,069	0,347	3,987	0
	CSRProg3	0,346	0,066	0,476	5,233	0
	CSRProg1	0,4	0,082	0,441	4,852	0

a. Dependent Variable: YRsp

(d) Regression coefficient

The regression coefficient terms in the regression equation as mentioned above Coefficients table that can be written as follows::

YRsp = - 0.163 + 0.400 CSRProg1+ 0.276 CSRProg2+ 0.346 CSRProg3

Based regsi equation mentioned above, can be explained like this: the

a). CSRProg1 variable coefficient = 0.400 means that a change of one unit CSRProg1 independent variable will cause changes in variables Yrsp at 0.276. The amendment is a positive change that is sesusuai with coefficient symbol β1 = + 0.400 which means that a positive change or accretion of independent variables of the unit will lead to the increase of the dependent variable Yrsp sbesar 0.400. And vice versa, if there is a reduction of one unit of the independent variable will cause a reduction in the variable CSRProg1 Yrsp. Implementation for the management of PT PJB is increase in social activity will lead to a positive response dai community around the installation of generation. Not to reduce future activities of this program are to come if PT PJB expect support from the community around the installation.

b). CSRProg2 variable coefficient = 0.276 means that the positive effect ii coefficient of 0.276, which means that the increase of this variable will increase the level of public response when a variable is being developed by the company. Conversely when the company reduced its CSR activities will cause public response will decline against the activities of PT PJB, can even subtracts the support of society against this company, especially the community living around the installation of generation PT PJB.

c). CSRProg3 variable coefficient = 0.346 prngaruh showed positive at 0,346, which means that these variables are correlated poitif or significant positive effect on the public response to proramCSR companies. In case of increase CSR activities in preserving the environment, the local community will provide support or positive response to the company. Conversely if the company reduces the activity of this program will also have a negative impact on the company PT PJB.

CONCLUSION AND RECOMMENDATION

From the discussion mentioned above, then the following conclusions and recommendations put forward, namely:

a. Corporate social responsibility activity conducted by PT PJB in order to help social activities has received a positive response and significantly by the surrounding community pembangkita installation, sebagimana Statistically t test results that indicate the level sig = 0,000
b. Corporate social governance earmarked for productive activities to help promote economic activities around the environment of the company, has received a positive response and a significant community It is also evident from the significant test showed sig = 0.000 t-test.
c. Governace corporate social policies are carried out routinely by the companies that cater to the improvement or preservation of the natural environment around the installation, it turns out positive and significant public response. This is proven statistically by t-test is obtained sig = 0,000.
d. Based on these results above which show that people respond positively and significantly related to activity of the corporate social responsibility of the company, it is recommended that the CSR program is continuously improved and expanded its reach, as well as coordination with pemerntah local area in order to achieve synergies CSR programs including agencies or companies another did the same program.

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