

The Authenticity and Social Distance Effect on Motivation of Corporate Social Responsibility and Implication on Company Image on PT Amerta Indah Otsuka, Pasuruan - Indonesia

Mohammad Syaifuddin Ali Sahidu^a, Grahita Chandrarin^a, Surtipono^a

^aPostgraduate University of Merdeka Malang, Indonesia

Corresponding Author : syaifuddin.ali@gmail.com

ABSTRACT

Purpose - This study aims to describe Authenticity, Social Distance, CSR Motivation and Company Image. This study also analyzed the effect of Authenticity on CSR Motivation, analyzed the influence of Social Distance on CSR Motivation and analyzed the influence of CSR Motivation to Company Image PT Amerta Indah Otsuka, Kejayan Pasuruan

The research design - The research design using causal research design, the population in this research is the direct beneficiaries of Rumah Belajar and Posyandu program of PT Amerta Indah Otsuka, Kejayan Pasuruan consists of parents / guardians of the participants of Rumah Belajar, elementary school teachers participated in Rumah Belajar of AIO, And Posyandu officers, as well as the village Pacarkeling district Kejayan Pasuruan. The analytical technique uses path analysis.

Findings - Based on the results of the analysis show that authenticity is formed from indexical and iconic, the main contribution of authenticity formation is indexical. Social Distance is formed from Objective Social Distance and Subjective Social Distance, the main contribution of social distance formation is Objective Social Distance. CSR motivation is formed from Corporate Charity, Corporate Philanthropy and Corporate Citizenship, the main contribution of CSR motivation is Corporate Philanthropy. Company Image formed from Personality, Reputation, Value and Corporate Identity, the main contribution of establishment of company image is Corporate Identity. Authenticity has a significant effect on CSR Motivation, Social Distance has significant effect on CSR Motivation. Motivation of CSR has a significant effect on company image of PT Amerta Indah Otsuka, Kejayan Pasuruan.

Renewal - This study is the application of findings in previous research (2016) to direct stakeholders and linked the influence of CSR motivation to company image. **Keywords:** authenticity, social distance, motivation CSR, company Image, Otsuka

PRELIMINARY

Corporate Social Responsibility has become the main criterion in measuring company performance which also means the importance of social, economic, and environmental sustainability. Stakeholder expectations for corporate involvement in socio-economic empowerment are increasingly promoting the importance of CSR, aligned with the company's expectations to be increasingly accepted by consumers. Lim and Yang (2016: 398) argue that the main factor in getting consumer recognition from CSR activities lies in how to find consumer skeptic responses; in this case authenticity is an important factor for predicting CSR performance. The determination of authenticity is a matter of difference between "what is real and what is false". Company honesty embodied in authentic CSR can provide benefits for the company through consumer trust.

Corporate CSR motivation in practice is influenced by many things. Different types of business, company location, product form can cause different motivation company in implementing CSR. Community, consumers as stakeholders (stakeholders) have a role in influencing corporate CSR motivation. Social Distance is an indicator of the influence of society on CSR motivation of the company. McShane and Cunningham (2012) argue that CSR can be dangerous. The existence of false green wash campaigns, false claims of corporate social values can trigger cynics and render CSR unenlightened (Cristian Aid: 2004; Beder: 1997; Rowell: 1996). Company honesty in making claims or campaigns will indirectly benefit the company by gaining consumer confidence in the authenticity of CSR

Lim and Yang (2016) analyzed the relationship between authenticity, social distance, and CSR motivation. Authenticity measured from 2 indicators, indexical and iconic. The results show that the authenticity indexical has a strong influence on the confidence of the product than the iconic authenticity. Authenticity iconic has a stronger effect on attitude formation than authenticity indexical. This study supports the idea that companies are more likely to show CSR authenticity in terms of abstract dimensions, eg moral. When social distance is close, companies can increase the persuasive effect of CSR activities by communicating authenticity indexical. When social distance is far away, firms should give priority to emphasizing the importance of ethical behavior when engaging in CSR activities rather than taking advantage of the certification system, as well as reducing consumer suspicion on corporate CSR activities.

Research Lim and Yang (2016) is using a sample of 168 students and not a general target consumer of corporate CSR activities. Lim and Yang's research limitations (2016) exist in the population and sample determination without the involvement of customers and stakeholders. The method used is a scenario method to concretize different experimental manipulations. Based on limitation of Lim and Yang research (2016), in this research the researcher will use respondent and sample from consumer, stakeholder and beneficiary directly from CSR activity of PT Amerta Indah Otsuka, Kejayan Pasuruan.

Currently CSR has been viewed more than as a liability, ie as a form of corporate responsibility for the triple bottom line in the concept of CSR. CSR also began to be used as a marketing tool of a company, introducing a company, promoting products, strengthening brand position. Another function of CSR is also used as a social fence, as the data the company will use in responsiveness when there are issues that affect the company's environmental, social, and economic. Handajani et al. (2009) in his research concluded that Corporate Social Responsibility is part of the strategy management tool in opportunistic management behavior to gain support from stakeholders. Corporate Social Responsibility is an important economic phenomenon that provides good implications for companies, workers, consumers, investors, governments, and non-governmental organizations (Kitzmueller, 2008).

Susanto (2007: 39-40) in his study explains that CSR will enhance the company's image, which in the long run will enhance the company's reputation. When there are certain parties who accuse the company of improper conduct and practices, the community will show its defense. Employees will also stand behind the company, defending the place where employee institutions work. According Sunggal (2007: 65), the implementation of social responsibility in the form of philanthropy and community development activities are generally packaged to seek a positive image. Mukti et al. (2014) explains that the sustainability of the company will only be ensured if the company takes into account the social and environmental dimensions.

Budiarsi (2005) examines the bottom line concept aimed at stakeholders, corporate functions, management functions and integrated in all aspects. Its success can be addressed in corporate social performance that will shape the image / reputation of the company. A positive image or

reputation will be a very valuable asset and hard to imitate.

Based on the previous research, the researcher is motivated to conduct this research, which aims to describe Authenticity, Social Distance, CSR Motivation and Company Image, analyze the influence of Authenticity on CSR Motivation, analyze the influence of Social Distance to CSR Motivation and analyze the influence of CSR Motivation to Company Image PT Amerta Indah Otsuka, Kejayan Pasuruan.

LITERATURE REVIEW

Authenticity

Authenticity is a term commonly used to describe the level of intact consideration in terms of one's experiences, thoughts, emotions, and self (Harter, 2002). In terms of art, authenticity may refer to the concept of physical work of art, as well as antiques will be judged antique if the goods show authenticity, originality and not an imitation. Assessing the authenticity of a physical object is different from when on an intangible object. Authenticity over real objects refers to people who are not part of modern commercialization, and has a theoretical foundation (Fine, 2004), such as historical craft (Grayson and Martinec, 2004), or artwork (Roskill and Carrier, 1983).

Authenticity has also been the subject of research and study in marketing, advertising, public relations. Authenticity is discussed as a consumer experience (Bruner, 1994; Grayson, 2002; Grayson and Martinec, 2004), tourism and experiential goals (Cohen, 1988; Hughes, 1995), consumer behavior (Wallendorf and Arnould, 1991), sustainability (Camilleri, 2008). Grayson and Martinec (2004) in Consumer Perception of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offering test authenticity with iconic and indexical indicators. According to Pierce, indexical authenticity refers to cues, such as handprints, step instructions, thinking that it is a reality and relating space and time to other things (Grayson and Martinec, 2004). There are 2 items related to this indicator that is physical (the relationship between the teacher and the material being taught), and the physical (between the teacher and his behavior). The diversity can only become a competitive advantages when it is well managed or unity in diversity (Herdhayinta et al., 2017).

Iconic as a person's experience phenomenon in something (Grayson and Martinec, 2004). In order to measure iconicity, the appraiser must have current knowledge and expectations so that it can compare it. Two things in original original reproduction icons (eg silver in a souvenir shop), and authentic machining (eg stunning mountain climbers) (Grayson and Martinec, 2004).

Social Distance

Social distance is the underlying power of social relationships. Conversely, relationships reflect distance. Clearly, social distance is an independent variable. Some, however, who have also seen a close relationship between the two have made the distance dependent. According to Casareo (2007: 11) social distance is the lack of availability and relational openness - of the intensity variables - of subjects in other respects perceived and recognized as the basis of their inclusion in the social category. This is the result of a dynamic interaction of factors lying in three distinct dimensions of space, themselves in mutual co-production: physical, symbolic and geometrical.

Bichi (2008) in the study of Mixed Approach to Measuring Social Distance defines social distance as lack of availability and openness relationship. There are three barriers to social relationships among people: money, education, employment. Indications in social distance can

be measured from Objective Social Distance (OSD) and Subjective Social Distance (SSD) (Bichi, 2008). OSD is about social stratification which is how social strata in society, relationship with neighbor and its surroundings. SSD is about relational closure which is closeness of social relationships in society.

CSR Motivation

Companies that implement CSR is actually still difficult to determine the benefits that will be obtained (Wibisono, 2007). Can be interpreted there is no guarantee that a company that implements CSR will get the certainty of its benefits. Megnan and Farrel (2004) in Susanto (2007: 21) defines CSR as "A Business acts in socially responsible manner when its decision and account for and balance dissesets stake holder interest". The definition emphasizes the need to pay equal attention to the interests of diverse stakeholders in every decision and action taken by business people through social / responsible behavior. Furthermore, Griffin (2008) defines CSR as "the business of a business to create a balance of its commitment to groups and individuals within the business entity environment that includes consumers, other businesses, employees and investors."

According Saidi and Abidin (2004: 69), there are three stages or paradigms that motivate companies in implementing CSR:

- 1) Corporate Charity, is charity encouragement based on religious motivation
- 2) Corporate Philanthropy, namely the humanitarian impulse that usually comes from the norm and the universal ethics to help others and fight for social equity
- 3) Corporate Citizenship, namely the motivation of citizenship in order to realize social justice based on the principle of social involvement.

Company Image

Susanto (2007: 38) explains that corporate image is formed from associations between companies with a set of positive and negative attributes. For example a company is associated with attributes: quality, good service, but lacks social responsibility. So true corporate image or corporate image is in the minds of its stakeholders. From the individual side, these prominent attributes determine whether a company has a good or bad reputation.

The image will be formed when humans will process the stimuli that will be perceived by the senses (apersepsi) and then interpret it (perception) by giving meaning through associations based on prior knowledge. When we capture corporate symbols of logos, names or speeches we hear, the psychological processes within us associate with certain attributes to give meaning. Attributes are derived from previous experiences recorded in memory (Susanto, 2007: 39).

Iman (2010:79) menyatakan bahwa informasi yang lengkap mengenai citra perusahaan meliputi empat elemen sebagai berikut.

- a. *Personality*, keseluruhan karakteristik perusahaan yang dipahami publik sasaran seperti perusahaan yang dapat dipercaya, perusahaan yang mempunyai tanggung jawab sosial.
- b. *Reputation*, hal yang telah dilakukan perusahaan dan diyakini publik sasaran berdasarkan pengalaman sendiri maupun pihak lain seperti kinerja keamanan transaksi sebuah perusahaan.
- c. *Value*, Nilai-nilai yang dimiliki suatu perusahaan dengan kata lain budaya perusahaan seperti sikap manajemen yang peduli terhadap pelanggan, karyawan yang cepat tanggap terhadap permintaan maupun keluhan pelanggan.
- d. *Corporate Identity*, komponen-komponen yang mempermudah pengenalan publik sasaran terhadap perusahaan seperti logo, warna dan slogan.

Conceptual Framework for formulating hypotheses

1. Influence Authenticity and Social Distance to CSR Motivation

Motivation of CSR is influenced by authenticity and social distance. The company is now beginning to take advantage of authenticity as part of its brand positioning strategy, especially in terms of showing the attractiveness of the product. On the consumer side, consumers meet the needs of authenticity by making subjective judgments of the value of authenticity on the consumer goods (McNamara, 1997). This can be interpreted that consumers base consumer decision making on the evaluation and consumer perceptions themselves on the authenticity.

Authenticity in this study used indicators from Grayson and Martinec (2004: 298) consisting of indexical and iconic. Social distance is the underlying power of social relationships. The social distance concept is used to measure the psychological atmosphere close to each other between individuals in a group and individuals from other groups. Social distance (SD) in this research use indicator from Bichic (2008: 489) which consist of objective social distance and subjective social distance. The results of Lim and Yang (2016) show that authenticity and social distance have an effect on CSR motivation.

H1: Authenticity influences CSR Motivation PT Amerta Indah Otsuka.

H2: Social distance effect on CSR Motivation PT Amerta Indah Otsuka.

2. Effect of CSR Motivation on Company Image

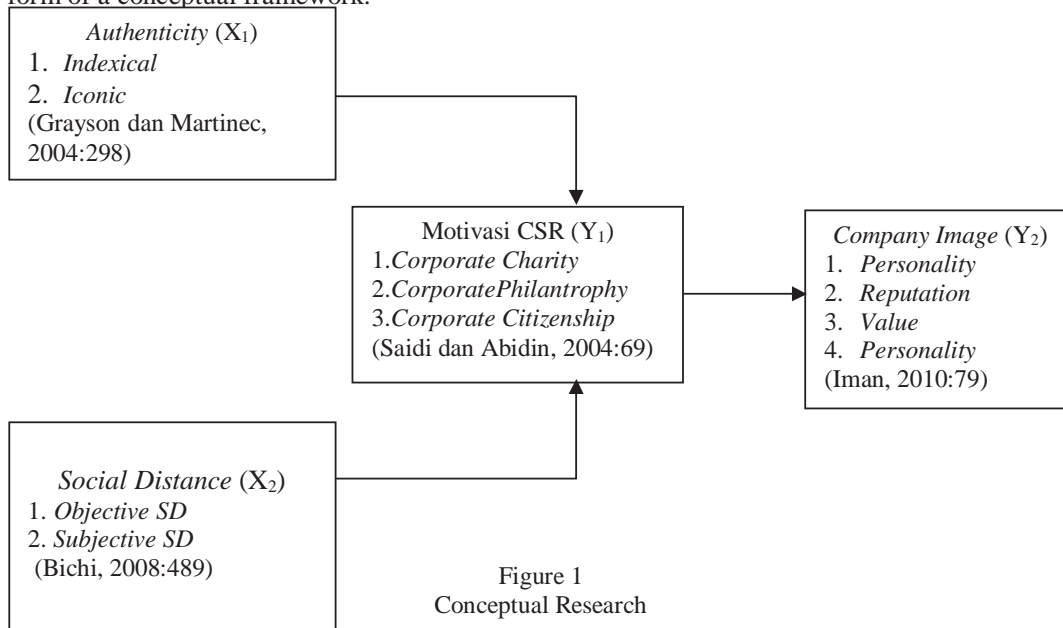
Company image is a psychological impression and description of various activities of a company in the eyes of public audiences based on the knowledge, responses and experiences that have been received. A particular assessment of the company image by the public can be in the form of good, medium and bad image. Good image arises from the result of public judgment or response to various activities, empathy, achievements and reputation of the company during its various activities. Company image in research using Faith indicators (2010: 79) consisting of personality, reputation, value and Corporate Identity. Company image can arise from aspects that show its seriousness in corporate social responsibility that is more concerned with environmental sustainability, using environmentally friendly technology and improving the welfare of the surrounding community.

Radyati (2013) explain the motivation of CSR based on normative interisik theory is that companies are driven to meet social norms and moral obligations to the stakeholders, regardless of the rewards they will receive. CSR motivation based on instrumental external theory is the company's effort to perform CSR as an instrument to get reward in the form of business advantage which in turn can increase stock price. Motivation of CSR in research using Saidi and Abidin indicator (2004: 69) consisting of corporate charity, corporate philanthropy and corporate citizenship. Ramadhan (2011), Majid (2012), Vegawati et al (2015), Chun and Bang (2016), Wiguna and Rahantha (2016) and Aryawan et al (2017) prove that CSR affects the company image. On the basis of previous research, the hypothesis is formulated as follows:

H3: The motivation of CSR has an impact on PT Amerta Indah Otsuka's company image.

Tabel 1. Respondents Characteristics			
Respondents Characteristics	Categories	Frequency	%
Age	17 tahun – 32 tahun	63	43%
	33 tahun – 48 tahun	68	46%
	49 tahun – 63 tahun	16	11%
Graduate	Elementary - Senior High School	123	84%
	Diploma - Bachelor	24	16%
	Master - Doctoral	0	0%
Job Status	Government Officer	25	17%
	Employee	2	1%
	Self Business	27	18%
	Housewife	93	63%
Spouse's job status	Government Officer	8	5%
	Employee	63	43%
	Self Business	45	31%
	Housewife	31	21%
CSR Program	Posyandu	79	54%
	Rumah Belajar	68	46%

The relationship between the variables used in the research model can then be poured in the form of a conceptual framework.



RESEARCH METHODS

Research design

Based on the purpose of this research, the research design is the design of causal research. Sanusi (2014: 14) explains that the design of causality is a research design that is structured to examine the possibility of causality among variables. The approach used in this research is a quantitative approach, the process begins with the preparation of theoretical model and analysis as the basis for the provision of temporary questions (hypothesis), then proceed with the operationalization of the concept, until the conclusion as a research finding

a. Authenticity

Authenticity is the identification to describe something is original, not copy or imitation.

Indicator of authenticity used in this research are:

- 1) Indexical, referring to cues, behaviors, and related to physical and physic
- 2) Iconic, related to the phenomenon of experience experienced by someone in attending something

b. Social distance

Social distance is the condition of the gap between individuals or groups caused by differences in terms of customs, rules, habits, and socioeconomic structures that limit the relationship between people with each other.

Social distance indicator used in this research are:

- 1) Objective Social Distance related to Social Stratification, how social strata in society.
- 2) Subjective Social Distance related to Relational Closure, how closeness of relationship in society and surrounding environment.

c. CSR Motivation

The motivation of CSR is the drive to meet social norms and corporate moral obligations to the stakeholders, regardless of the returns the company will receive.

The CSR motivation indicators used in this study are:

- 1) Corporate Charity
- 2) Corporate Philanthropy
- 3) Corporate Citizenship

d. Company image

Company image is the impression someone generates from the experience of using the product.

The indicators of corporate image are:

- 1) Personality
- 2) Reputation
- 3) Value
- 4) Corporate Identity

Data and Sample

The population in this research is direct beneficiaries of Rumah Belajar and Posyandu program of PT Amerta Indah Otsuka, Kejayan Pasuruan. This population amounted to 147 people consisting of parents / guardians of students Rumah Belajar participants, elementary school teachers participated Rumah Belajar AIO, participants and Posyandu's officers, village government officers. The number of samples in this study is 147 so the sampling technique using census.

Data analysis technique

Data analysis in this research use descriptive analysis and path analysis (Path Analysis). Equation model of this research can be formulated as follows:

Equation 1
 $Z = b_1X_1 + b_2X_2 + e$

Equation 2
 $Y = b_3Z_1 + e$

Information:

- X1 = Authenticity
- X2 = Social Distance
- Z = CSR Motivation
- Y = Company Image

B1 ... b3 = Coefficients
 E = Error term

Results and Discussion

Profile of Respondents

The number of respondents that have been collected in this research are 147 direct beneficiaries of Rumah Belajar and Posyandu Program of PT Amerta Indah Otsuka, Kejayan Pasuruan. Each respondent as a sample has different characteristics. Therefore, it is necessary to group with certain characteristics. The following will be presented description of respondent data based on its characteristics

Tabel 2. Result of significancy variable test				
Variabel	Koefisien Regresi	Standar Error	Nilai t	Nilai p
$Z = b_1X_1 + b_2X_2 + e$				
Authenticity	0,564	0,084	6,725	0,000*
Social Distance	0,201	0,081	2,468	0,015*
$Y = b_3Z_1 + e$				
Motivasi CSR	0,457	0,051	8,904	0,000*

Validity and Reliability Test Results

Based on the validity test that has been done on the obtained probability value is smaller than 0.05. This means that the statement items used in the questionnaire are valid or actually measure what should be measured. Based on the results of the test reliability indicate that the variable authenticity, social distance, CSR motivation and company image has a reliability coefficient greater than 0.60, so based on the reliability test, the existing instrument is feasible to be used.

a. Good fit of Model Test

The influence of authenticity and social distance on CSR motivation

The result of multiple regression analysis shows that the value of F for regression is 35,363 with significance probability level for model formulated in this research is 0.000. This shows that the probability value is smaller than 0.05, so that it can be taken the decision that the research model is already fit (fit. The influence of CSR motivation on company image)

b. Coefficient of Determination

1. Effect of authenticity and social distance on CSR motivation

The coefficient of determination is used to see the ability of the independent variables in explaining the variation of the dependent variable. To know the variation of the dependent variable that can be explained by the variation of independent variables can be known from the value of determination. Based on the analysis results show that the coefficient of determination or R square of 0.329. The coefficient of determination (R square) of 0.329 contains the meaning that the variation of CSR motivation can be explained by independent variable research of 32.9% while 67.1% is explained by other factors outside the model.

2. The influence of CSR motivation on company image

Based on the analysis results show that the coefficient of determination or R square of 0.353. The coefficient of determination (R square) of 0.353 contains the meaning that the variation of company image can be explained by independent variable research of 35.3% while 64.7% is explained by other factors outside the model

c.) Significant Variable Test Results (t test)

1) Influence Variable Authenticity Against CSR Motivation

The effect of Authenticity on CSR motivation is significant with regression coefficient 0,564 and standard error is 0,084 and value t equal to 6,725 and p value 0.000. This means that Authenticity has a significant and positive effect on CSR motivation, which means that increasing authenticity will be followed by increasing CSR motivation. Stakeholders' experience in receiving CSR program, good relationship between person in charge of company with stakeholders will increase authenticity.

2) Influence of Social Distance Variable on CSR Motivation

The effect of social distance on CSR motivation is significant with regression coefficient 0,201 and standard error equal to 0,081 and value of t equal to 2,468 and p value equal to 0,015. This means that Social Distance significantly influence CSR motivation, which means increasing social distance in the sense of getting closer social distance in the community will be followed by an increase in CSR motivation.

3. Effect of CSR Motivation Variable on Company Image

The influence of CSR motivation on company image is significant with regression coefficient 0,457 and standard error equal to 0,051 and value t equal to 8,904 and p value 0.000. This means that CSR motivation has a significant effect on company image, which means increasing CSR motivation will be followed by improvement of company image

DISCUSSION

Effect of Authenticity on CSR Motivation

Authenticity affects CSR motivation, indicating that authenticity is an important factor for predicting CSR motivation. As McNamara (1997) argues that the company is now beginning to take advantage of authenticity as part of its brand positioning strategy, especially in terms of showing the appeal of the product. On the consumer side, they meet the needs of authenticity by making subjective judgments of the value of authenticity on the goods they consume. This can

be interpreted that consumers base consumer decision making on the evaluation and consumer perceptions themselves on the authenticity. This is in accordance with the research results Lim and Yang (2016) stating that the authenticity effect on CSR Activity

Social Distance Influence on CSR Motivation

Social distance has a significant effect on CSR motivation, which means that the closer public relations in the environment will increasingly motivate corporate CSR. In the principle of responsibility, a significant emphasis is placed on the interests of corporate stakeholders. Here the company is required to pay attention to the interests of the company's stakeholders, increase the value of the community in its environment, create value added of the products and services for the company's stakeholders, and maintain the added value that it creates. While corporate stakeholders can be defined as the parties concerned about the existence of the company. These include employees, consumers, suppliers, communities, the environment, and government as regulators. CSR as an idea, the company is no longer faced with the responsibility that rests on the single bottom line, the value of the company (corporate value) is reflected in the financial condition (financial) only. But the company's responsibility should rest on the triple bottom lines. Here the other bottom lines besides financially are also social and environmental. Because the financial condition alone is not enough to guarantee the value of the company to grow sustainably (sustainable).

The sustainability of the company will only be ensured if, the company takes into account the social and environmental dimensions. It is a fact of how the resistance of the surrounding community, in various places and time, comes to the forefront of a company that is deemed not to pay attention to its social, economic and environmental aspects. This is in accordance with the research results Lim and Yang (2016) which states that social distance effect on CSR Activity

The Influence of CSR Motivation on Company Image

Motivation of CSR has a significant effect on company image. Corporate Social Responsibility (CSR) is a long-term investment that is useful to minimize social risks, and serves as a means of improving the company's image in the eyes of the community. CSR is an investment for the company for the growth and sustainability (sustainability) of the company and is no longer seen as a means of cost (cost center) but as a means to achieve profit (profit center). CSR is a firm commitment to support the creation of sustainable development (sustainable development). On the other hand, people question whether companies that are business-oriented to maximize economic benefits have a moral commitment to distribute their advantages in building local communities, because over time society does not simply demand the company to provide the necessary goods and services but also to demand responsibility social.

Corporate Social Responsibility can be an alternative for companies to face various issues related to social and environmental issues. Corporate Social Responsibility can be proof of company's alignment to society and environment. Having a Corporate Social Responsibility program can be an appropriate step to maintain business continuity and maintain customer confidence in the entity. The results of this study support Ramadhani (2011), Majid (2012), Vegawati et al (2015), Wiguna and Rahantha (2016), and Aryawan et al (2017) researches that corporate social responsibility influences the company image.

Conclusions, Limitations, and Recommendations Conclusion

This study aims to describe Authenticity, Social Distance, CSR Motivation and company image, analyze the influence of Authenticity on CSR Motivation, analyze the influence of Social Distance to CSR Motivation and analyze the influence of CSR Motivation to PT Amerta Indah Otsuka, Kejayan Pasuruan. Based on the results of the analysis show that authenticity is formed from indexical and iconic, the main contribution of formation of authenticity is indexical. Social distance is formed from objective social distance and subjective social distance, the main contribution of social distance formation is objective social distance. CSR motivation is formed from Corporate Charity, Corporate Philanthropy and Corporate Citizenship, the main contribution of CSR motivation is Corporate Philanthropy. Company image is formed from personality, reputation, value and corporate identity, the main contribution of company image formation is corporate identity. Authenticity has a significant effect on CSR Motivation, social distance has significant effect on CSR Motivation. Motivation of CSR has a significant effect on company image of PT Amerta Indah Otsuka, Kejayan Pasuruan.

Limitations and recommendations

This study has several limitations. Respondents who are domiciled or work in areas where the company is investing do not reflect the wider value of authenticity and social distance. For the next researcher can also add other variables that are expected to increase the motivation of CSR and company image, eg employee perception, work environment, and corporate culture

PT Amerta Indah Otsuka, Kejayan Pasuruan should continues to implement corporate social responsibility effectively, efficiently and flexibly, as a manifestation of the company's concern to account for the impact of its operations in the dimensions of profit, people and the planet, so that the impact will contribute benefits to society and the surrounding environment. The CSR program that is implemented remains by maintaining the authenticity. Company image can be enhanced by employees being more friendly to stakeholders and providing services as needed to be loyal to PT Amerta Indah Otsuka product, Kejayan Pasuruan.

References

- Aryawan, Made, I Ketut Rahyuda dan Ni Wayan Ekawati. 2017. Pengaruh Faktor Corporate Social Responsibility (Aspek Sosial, Ekonomi, dan Lingkungan) Terhadap Citra Perusahaan. *E-Jurnal Manajemen Unud*. Vol. 6, No. 2:604-633.
- Beder, S. 1997. *Global Spin: The Corporate Assault on Environmentalism*, Green Books, Totnes.
- Bichi Rita, 2008. Mixed Approach to Measuring Social Dsitance. *Cognition, Brain, Behavior. An Interdisciplinary Journal*. Volume XII, No.4 (December), 487-508
- Bruner, E.M. 1994. "Abraham Lincoln as authentic reproduction: a critique of postmodernism", *American Anthropologist*, Vol. 96 No. 2: 397-415.
- Budiarsi, S.Y., 2005. Corporate Sustainability: Melalui Pendekatan. Corporate Social Responsibility, *Majalah Ekonomi*, Tahun XV, No 2:115-133.
- Camilleri, C.S. 2008. "True blue: authenticity and yalumba's journey of discovery", *Australian Journal of Communication*, Vol. 35 No. 3: 41-67.
- Chun, Kihan dan Wonseok Bang. 2016. Effect of CSR on Customer Loyalty: Moderating Effect of Authenticity. *International Journal of u- and e- Service, Science and Technology*. Vol.9, No. 5 (2016), pp.135-142
- Cohen, E. 1988. "Authenticity and commoditization in tourism", *Annals of Tourism Research*, Vol. 15 No. 3: 371-386.
- Christian Aid. 2004. *Behind the Mask: The Real Face of CSR*, Christian Aid, London.
- Fine, G. 2004. *Everyday Genius: Self-Taught Art and the Culture of Authenticity*, University of Chicago Press, Chicago, IL.
- Grayson, K. dan Martinec, R. 2004. "Consumer perceptions of iconicity and indexicality and their

- influence on assessments of authentic market offerings", *Journal of Consumer Research*, Vol. 31 No. 2: 296-312.
- Handajani, Lilik. et al. 2009. The Effect of Earnings Management and Corporate Governance Mechanism in Corporate Social Responsibility Disclosure: an Empirical Study at Public Companies in Indonesia Stock Exchange, *The Indoensian Journal Of Accounting Research.*, Vol.12, No. 3.
- Harter, S. 2002, "Authenticity", in Snyder, C.R. and Lopez, S.J. (Eds), *Handbook of Positive Psychology*, Oxford University Press, Oxford.
- Herdhayinta, Heyvon. et al. 2017. The Influence of Board Diversity on Financial Performance : An Empiric Study of Asia-Pasific Companies Using Regression Models. *International Business Manajemen.* Vol 11 (1) : 89-99
- Iman, Mulyana Dwi Suwandi. 2010. *Citra Perusahaan.* Seri Manajemen Pemasara. www.e- iman.uni.cc.
- Lim Myungsuh and Yoon Yang. 2016. The effect of Authenticity and Social Distance on CSR Activity. *Social Responsibility Journal.* Vol. 12 No. 3:397-414.
- Majid, Paramitha. 2012. Pengaruh Penerapan Corporate Social Responsibility (CSR) Terhadap Citra Perusahaan Pada PT. Hadji Kalla Cabang Sultan Alaudin, Makassar. *Skripsi.* Jurusan Manajemen Fakultas Ekonomi dan Bisnis. Universitas Hasanuddin. Makassar
- McNamara, C. 1997. *Authenticity.* available at: www.managementhelp.org/prsn_wll/authentic.htm (accessed 8 October 2016).
- McShane, L. and Cunningham, P. 2012. "To thine own self be true? Employees' judgments of the authenticity of their organization's corporate social responsibility program", *Journal of Business Ethics*, Vol. 108 No. 1: 81-100.
- Mukti, Bayu Tri Prasetyo. et al. 2014. "Pengaruh Mekanisme Corporate Governance, Kinerja Lingkungan dan Pengungkapan Lingkungan Perusahaan Terhadap Reaksi Pasar", *Jurnal Aplikasi Manajemen*, Vol 4(2)
- Ramadhani, Rizki. 2011. Analisis Pengaruh Corporate Social Responsibility Terhadap Citra dan Loyalitas Konsumen PT Indosiar Visual Mandiri Tbk. *Skripsi.* Institut Pertanian Bogor. Bogor.
- Roskill, M. dan Carrier, D. 1983. *Truth and Falsehood in Visual Images*, University of Massachusetts Press, MA.
- Rowell, A. 1996. *Green Backlash: Global Subversion of the Environment Movement*, Routledge, London.
- Saidi dan Abidin. 2004. *Corporate Social Responsibility Alternatif bagi Pembangunan Indonesia.* Jakarta: ICSD.
- Sanusi, Anwar. 2014. *Metodologi Penelitian Bisnis.* Cetakan Kelima. Penerbit Salemba Empat. Jakarta.
- Susanto, A.B. 2007. *Corporate Social Responsibility, A Strategic Managemen Approach.* The Jakarta Consulting Grup Partner Ini Change. Jakarta.
- Tunggal, Amin Widjaja. 2007. *Corporate Governance Suatu Pengantar.* Harvarindo. Jakarta.
- Vegawati, S.M. Kumadji,S. dan Fanani, D. 2015. Pengaruh Program Corporate Social Responsibility (CSR) Terhadap Citra Perusahaan. *Jurnal Administrasi Bisnis (Jab).* Vol. 20 No. 1.
- Wallendorf, M. and Arnould, E.J. 1991. "We gather together: consumption rituals of thanksgiving day", *Journal of Consumer Research*, Vol. 18: 13-31.
- Wibisono, Yusuf. 2007. *Membedah Konsep dan Aplikasi CSR.* Gresik: Fascho Publishing.
- Wiguna, I Gusti Ngurah Agung Sasmitra dan Bayu Rahantha. 2016. Pengaruh Tanggung Jawab Sosial Di Bidang Sosial, Ekonomi, Dan Lingkungan Terhadap Citra Yayasan Green School. *E-Jurnal Manajemen Unud*, Vol. 5, No. 3: 1889-1914.