

THE INFLUENCE OF UNIVERSITY SOCIAL RESPONSIBILITY (USR) PROGRAM IMPLEMENTATION AND INTERNAL PUBLIC RESPONSE TO CAMPUS IMAGE THROUGH MEDIA RELATIONS AS INTERVENING VARIABLE

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ABSTRACT

This study aims to examine the Influence of Implementation of USR Program (USR) and Internal Public Response to Campus Image through Media Relations as Intervening Variable. The results of this study indicate that there are intense mutual influence between the variables, such as University Social Responsibility (USR), Internal Public Response and Media Relations against the Campus Image, and there is a very strong correlation. This means that the implementation of USR has the most effect to the Campus Image, strong positive correlation between internal responses to USR, and forceful correlation between Media Relations.

Key words: University Social Responsibility (USR), Internal Public Response, Campus Image, Media Relations

INTRODUCTION

Corporate Social Responsibility (CSR) is a form of social responsibility that changes the company's view to move from *single bottom line foothold* which focusing on economic activities that emphasize stockholders and bondholders only, to a foothold that in addition pays attention to the economic activities of a company, but also pays attention to environmental and social issues which accommodate the interest of stakeholders widely (Kristi, 2012 in Eka Andala Suka). The role of Universities in the community in various fields, either directly or indirectly, One of them is the contribution given either through alumnus or activities that intersect with the life of the community directly. The social responsibility is contained in third Tridharma of University, dedication to the society (Subagyo and Silalahi, 2014). According to Law number 12 of 2012 Article 5, the implementation of higher education is intended to educate the life of the nation and the welfare of mankind. Efforts of higher education institutions to educate the life of the nation and the welfare of mankind can not be separated from efforts to integrate environmental and social aspects in academic activities (Subagyo and Silalahi, 2014). To preserve the environment, the implementation of institutional social responsibility begins from the nearest environment, that is the working environment, the living environment and the surrounding natural environment (Rumambi, 2016). To improve the life quality of the people, organizations and businesses need to consider the ethical, legal, commercial and expectation aspects of the general public. The social impact of university activity can be calculated using the CSR approach (Topal, 2009). The university's social responsibilities are responsible for the activities and behaviors of institutions that are affected and impact on society. These responsibilities require management practices that eliminate negative impacts and support sustainable development, therefore, the social responsibility is carried out in tandem with legal obligations and involves stakeholders. (Vallaey; 2013). CSR Program at the University is known as *University Social Responsibility (USR)*. *University Social Responsibility* is essentially an ethical policy that affects the quality of the academic community's performance at universities which includes college students, managers, lecturers, and all college employees through accountability management of the educational, cognitive, employment, and environmental impacts produced by universities through an interactive dialogue with the

community in order to create sustainable human development (Maylia Pramono Sari and Paulus Basuki Hadiprajitno, 2013: 17 in *Widhiyanti Astiti, 2014*). Ministry of Research, Technology and Higher Education assisting the Implementation of Community Service Programs with funding of grants. The third University's Tri Dharma is the dedication to the Community Service, based on data from the General Directorate of Research and Development Strengthening of Ministry of Research, Technology and Higher Education budget for fiscal year 2017-2018. the funding of community service grants is absorb funds in fiscal year 2016-2017; Rp 153,189,500.00 to fund 2,888 titles and in fiscal year 2017-2018; Rp 138,831,000.00 to fund 2,201 titles, it shows the government support to assist in the implementation of community service activities in universities (Source: General Directorate of Research and Development Strengthening of Ministry of Research and Technology and Higher Education). Based on that, the authors conducted research on the Influence of Implementation of *University Social Responsibility (USR)* Program and Internal Public Response to Campus Image through Media Relations as Intervening Variable

Problem Formulation

The formulation of problems to be achieved in this research are:

1. Does the implementation of University Social Responsibility affect the Campus Image ?
2. Does Internal Public Response affect the Campus Image ?
3. Does Media Relations affect the Campus Image ?
4. *Does University Social Responsibility and Internal Public Response affecting the Campus Image with Media Relations as Intervening Variable ?*
5. Is there any correlation between *University Social Responsibility and Internal Public Response* that affect the Campus Image with *Media Relations as Intervening Variable ?*

Purpose Of The Paper

The purpose of the paper to be achieved in this research are:

1. To know and analyze the implementation of university social responsibility, does it affect the Campus Image ?
2. To know and analyze influential of the Internal Public Responses and Media Relations on Campus Image ?
3. Does Media Relations affect the Campus image ?
4. To know and analyze the University Social Responsibility and Internal Public Response influence on Campus Image with Media Relations as Intervening Variable?
5. To know and analyze the correlation between University Social Responsibility and Internal Public Response which is influence on Campus Image with Media Relations as Intervening Variable ?

LITERATURE REVIEW

Some of the underlying theories of this research are :

1. **CSR (Corporate Social Responsibility)**
Corporate Social Responsibility is a concept or action undertaken by the company as a sense of corporate responsibility to the community and the surrounding environment around where the company is located, such as doing an activity that can improve the welfare of the surrounding community and protect the environment, provide scholarships for children who can not afford the bill in the area, funds for maintenance of public facilities, donations to build village / community facilities that are sociological and useful to the public, especially the communities residing around the company are located. Corporate Social Responsibility (CSR) is a phenomenon and strategy used by companies to accommodate the needs and interests of its stakeholders. CSR begins since an era where the awareness of long-term corporate sustainability is more important than just the profitability of a company.
2. **University Social Responsibility (USR)**
University Social Responsibility is essentially an ethical policy that affects the quality of the performance of the college community which includes college students, managers, lecturers, and all college employees through accountability management of the educational, cognitive, labor and environmental impacts produced by universities through an interactive dialogue with the

community in order to produce sustainable human development (Maylia Pramono Sari and Paulus Basuki Hadiprajitno, 2013: 178).

3. USR developments in University

The application form of USR programs conducted by universities is slightly different from the company. The USR program can be applied at all academic levels of the university. A college needs to adopt strategies to implement social responsibility such as companies with more emphasize on college students, graduate receivers, and the community including administrative staff at universities (Nasongkhla, 2015). In addition, USR conducted at the Open University said that the USR program should be focused on the social and economic development of surrounding communities based on the principle of peaceful co-existence and symbiosis mutualism (Pardamean, 2012).

The development of USR implementation in Universities are :

- a. Implementation of Community Service Program with funding grant from Ministry of Research and Technology of Higher Education, in this program the University utilize and develop science and technology to advance the welfare of society and the intellectual life of the nation General Directorate of Strengthening Research and Development of Ministry of Research, Technology and Higher Education budget in fiscal year 2017-2018 for funding grants community service in 2017 amounting to Rp 153.589.500.000,00 for 2,286 titles, the year 2018 amounting to Rp 138.831.000.000,00 with the total number of public servants financed for 2,201 titles. Implementation of Community Service Program with funding from University Self-funded, by the General Directorate of Research Strengthening and Development of the Ministry of Research, Technology and Higher Education of the Republic of Indonesia is evaluated through the performance of community service which includes four aspects, namely: a). Resources Aspects, b). Management Aspects of Community Service, c). Output Aspects of Community Service Activities, and d). Generating Revenue Aspect. Based on the dedication performance evaluation results, it can be classified into four groups, that is the superior group (excellent), really good (very good), satisfied (satisfactory), or less satisfied (marginal).
<http://p4m.unair.ac.id/trial/images/Pengumuman/FilePengumuman/Daftar-Klaster-Perguruan-Tinggi-1.pdf>
- b. Environmentally-based campus facilities, some universities are working to complement the campus facilities to beautify the environment such as the availability of bathrooms, trash bins, green open spaces / parks, parking lots, canteens and food court, places of worship, health services, sports facilities, facilities to nurture protected animals such as birds, deer and fish. It is the University contribution as one of the institutions in order to helping preserve the environment.
- c. Collaboration with campus surroundings, such as recruiting locally staff, village clean-up activities, assisting in the commemoration of national holidays, free tuition fees for students from local areas and other activities related to the surrounding environment.

3. Campus Image

The overview or an Image is another's perception of us. The perception or judgment of others is not always the same as what we want. Oftenly, others see the other side of ourselves, which we may be less concerned about. Perceptions and judgments of others can not be imposed. People are free to judge us by their perspective. Therefore, it is necessary to evaluate ourselves from time to time so that our image is always viewed positively by others.
<https://vbt249.wordpress.com/2012/02/23/membangun-citra-organisasi/>

Realization strategy for campus image and reputation

- a. The direction and clear image of the expected public view is the first thing that must be established in order to build the Campus Image. This needs to be formulated clearly, which will be the foundation for the next policy determination.
- b. Plan focused activities. One form of Campus activity is the organization of various forms of Relation activities.
- c. Adequate publication. It is an effort to convey information / messages to wider community, especially stakeholders. Nevertheless, the selection of media and news content should also be chosen selectively, to give a distinct impression on the community. The use of print media / electronic national / regional scaled give the impression of organizational bonafidity.

- d. Formation of Organizational Culture, which is meant here are the habits that lead to the formation of attitudes and behavior of people who are members of the organization.
 - e. Resources Mobilization (Human Resources and Natural Resources). Organizational imagery is not the responsibility of the individual leadership, or the PR department alone, but the responsibility of all components within the organization. All parties incorporated in the organization have a responsibility with shape of the organization image.
 - f. Set measurable and gradual targeting. Organizational imagery is a job that takes a long time. Of course, in the implementation must be done in stage by stage and must be evaluated at every stage. To conduct an evaluation, it would be easier if there are measurable targets as a parameter of successful imaging activities at each stage.
- wordpress.com/2012/02/23/membangun-citra-organisasi/

RESEARCH METHODS

Population and Sample Research

The population taken by researchers is the academic community of PGRI University Adi Buana Surabaya in year 2016-2017. including Officials within the University (Dean, Head Unit, Head of Bureau, Head of Section, Head of Study Program, Laboratory Manager and Student Representative from Study Program). Questionnaires distributed 130 pieces. The sample of this research consist of: Dean, head of unit, head of study program, and 23 students from Study Program (2 persons / student set of majors) in PGRI Adi Buana Surabaya University totaling 103 respondents.

Sampling technique

Sampling technique in this research is by using technique of Purposive sampling, that is sampling tailored to the purpose of research to know and analyze the Effect of Implementation of *University Social Responsibility Program (USR)*, Internal Public Response to Campus Image and Media Relations as Intervening Variable.

Variables and operational definitions of variables

Variables in this research consist of:

Table 1. Variable And Operational Variable Definitions

No	Variable	Operational Variable Definition
1.	University Sosial Responsibility (USR) (X ₁)	<ol style="list-style-type: none"> 1. Working opportunities for the surrounding environment. 2. The surrounding environment business opportunity. 3. Funds Allocation for the surrounding environment. 4. Scholarship. 5. Social funding assistance for employees. 6. Environmental conservation program. 7. Waste, Sound and Air pollution management. 8. Cultural preservation.
2.	Media Relation (X ₂)	<ol style="list-style-type: none"> 1. Media relations. 2. Involving the media in the Activity. 3. Communication with the media. 4. Cooperation with the media.
3	Internal Public Response (X ₂)	<ol style="list-style-type: none"> 1. USR as a Promotion Program. 2. Medium to build positive image. 3. Member involvement. 4. Activities adding more value. 5. The role of promotion.
4	Campus Image (Y)	<ol style="list-style-type: none"> 1. Introduction to campus. 2. Concern for the community. 3. Status, working conditions on campus.

		<ol style="list-style-type: none"> 4. Convenience of campus situation. 5. Communication with the community and users. 6. Community support for campus existence. 7. Extension activities on society. 8. The campus helps the security of the environment.
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Data Collecting Techniques

To achieve the research data, we used data collection tool as it follows:

Documentation, this data collection tool is used to obtain data about employees and students as research sample.

The questionnaire, this data collection tool, was used to obtain data on the opinions of Officials and users on the implementation of USR (University Social Responsibility), Internal Public Response, Campus Image and Media Relation as Intervening Variable.

Method of data analysis :

Data analysis method used in this research was Path Analysis Method. This method is used to understand and analyze the Influence of University Social Responsibility Program (USR) Implementation, Internal Public Response to Positive Campus Image and Media Relation as Intervening variable at PGRI Adi Buana Surabaya University.

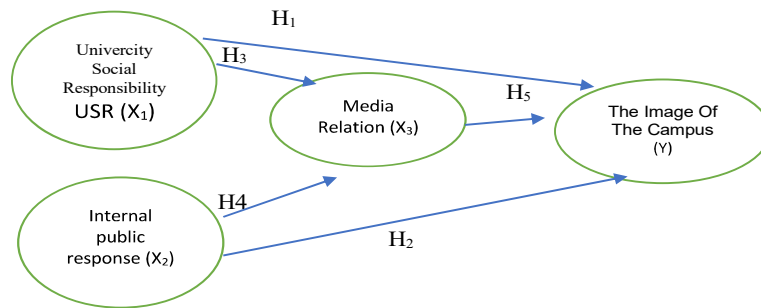


Figure 1 Conceptual Framework Of Research.

Which :

(X₁) = University Social Responsibility (USR)

(X₂)= Internal Public Reponse

(X₃)=Media Relation

(Y)= Campus Image

Research Hypothesis:

H₁: There is an influence between the Univercity Social Responsibility (USR) variable to Campus Image.

H₂: There is relation between Internal Public Response variable to Campus Image.

H₃: There iis an influence between Univercity Social Responsibility (USR) variable to Media relation.

H₄: There is relation between internal public response variables to Media relation.

H₅ There is influence between variable University Social Responsibility (USR), Internal Public Response and Media Relation to Campus Image.

RESULTS AND DISCUSSION

Testing Research Instruments

The result of validity and reliability test are :

The result of the validity test shows that the value of table r is 0.1622 (db = 103 -1) and the value of r count 0.0762484 so that the r value of the table is bigger than the calculated value, so can it can be said valid.

Reliability test obtained results, with Cronbach's Alpha 0.984 is bigger than r table 0.1630, and this can be said that the research instrument stated reliable.

The result of the Classical assumption are :

- a. Multicollinearity test results, common values that is used to indicate the presence or absence of multicollinearity, as follows: for the University Social Responsibility (USR) variable VIF value counted 4.208, Internal Public Response variable VIF counted 1.853, and Media Relation variable VIF value counted 3.205, smaller than 10 (<10), then there is no multicollinearity between independent variables in the regression model.
- b. Heteroscedasticity test aims to test whether in the regression model there is an inequality variance of one observation residual to other observations, the results of the analysis indicate the spreading point, so that is free from heteroscedasticity test.
- c. The normality test is to test whether in the regression model, the dependent variable and the independent variable have a normal data distribution or not. Normality test results show perfect curved lines and on the statergrap there are spreading dots, it is show the data in this study is normally distributed
- d. Autocorrelation test, from result of analysis founded by Durbin-Watson test that is 1.579. This value will be compared with the dU and dL values in the Durbin-Watson table with the signage criteria standards 5%, n 20 and K-3. From these criteria will be obtained dU value 1.579 Results of analysis, DW value 2.526 > 1.579 and less than (4-dU) (2,324) so it can be concluded there is no autocorrelation.

Regression Analysis and Hypothesis Testing

In this analysis, we will examine both, the partially effect and the simultaneously influence of the existing research variables :

1. Simultaneously Influence between variables, Univercity Social Responsibility (USR), Internal Public Response, and Media Relation to Campus Image.

Tabel 2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7428.891	3	2476.297	306.895	.000 ^b
	Residual	798.818	99	8.069		
	Total	8227.709	102			
A. Dependent Variable: The Image Of The Campus						
B. Predictors: (Constant), Media Relation , internal public Response , USR						
Source : Data analysis result						

The result of data analysis obtained the R square (r²) is 90,3%. This means that there is influence between University Social Responsibility (USR) variable, Internal Public Response, and Media Relation to Campus Image, while 7% is influenced by another factors outside from this research model. This research is in line with Lina Sinatra Wijaya, Krismiyati (2016) and Hedy D. Rumambi & Jerry S. Lintong (2017)

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.950 ^a	0.903	0.900	2.84058
a. Predictors: (Constant), , Media Relation , internal public Response , USR				
Source: Analisis data result				

Hypothesis testing

Based on the results of data analysis, there are results of F arithmetic 306.895 compared with 0.05 significance level can be interpreted that F arithmetic bigger than the level of significance 0.05 (F count 306.895 > 0.05 of significance level, then it can be interpreted that:

- H₁: Which reads, There is influence between variable University Social Responsibility (USR), Internal Public Response, and Media Relation to Campus Image were accepted
- 2. Partially influence between University Social Responsibility (USR) variable, Internal public response, and Media Relation partially on Campus Image. To see the Partially effect between University Social Responsibility (USR) variables, Internal Public Response, and Media Relation to Campus Image using T. And Standardized Coeffecient.

Table 4. Coeficients^a

Model	T	Sig.	Table	Explanation
(Constant)	0.322	0.748		
USR (X ₁)	14.767	0.000	1,660,	There is relation between variable (X ₁) and Y
Response (X ₂)	2.296	0.024	1,660,	There is relation between variable (X ₂) and Y
Media Relation (X ₃)	-1.479	0.142	1,660,	No relation between variabel (X ₃) and Y

Source : Data Analysis Result

Based on the results of data analysis, known that:

- 1. The relationship between University Social Responsibility (USR) variable to Campus Image, The result of data analysis shows that t counted 14.767, while t table 1,660, this means that t counted 14.767 > t table, so H₀ is rejected and otherwise H₁ accepted, it means that the research hypothesis reads: There is a relationship between the variables of University Social Responsibility (USR) to the Campus Image received. This result is in line with research conducted by Anofrida Yenti (2014), and Bahrul Ulum at all; 2014.
- 2. The partially relationship between Internal Public Response variable to the Campus Image, based on data analysis results show that t counted 2.296 > t table 1.660 then H₁: which reads There is a relationship between Internal Public Response variable on Campus Image were received.
- 3. Partially Relationship between Media Relation variable to Campus Image
Based on the results of data analysis shows that t arithmetic -1.479 while t table of 1.660 (t counted -1.479 < t table 1.660). then the hypothesis (H₁) which reads: there is a relationship between the Internal Public Response variable to the Campus image was rejected, meaning Media Relation associated inversely with Campus Image.

Correlation Analysis

In this analysis we will prove whether there is correlation between USR, Internal Public Response and Media Relation to the Campus Image.

Table 5. Correlation Analysis

Variable	Correlation	Explanation
Univercity Social Responsibility (USR)	.946**	There is a very strong, positive correlation between USR implemented in more intensive will berpegaruh very strong against the image of the campus
Response (X ₂)	.677**	There is a strong correlation between positive internal response and towards USR
Media Relation (X ₃)	.829**	There is a very strong and positive correlation between Media Relation against the USR

Source : Analysis Data Result

Explanation

- a. Correlation between University Social Responsibility (USR) towards the Campus Image.
The result of data analysis shows the correlation number is 0,946, based on the criteria, this can be categorized as very strong, positive correlation. Means, if the USR implemented intensively, it will have very strong effect to Campus Image, this is in line with Silvania Mira Vegawati, (2015).
- b. Correlation between internal responses to University Social Responsibility (USR)
The results of data analysis shows the results of correlation numbers is 0.677, based on the criteria, this can be categorized strong positive correlation, between internal responses to USR. Means that, if the Internal responses positively then it will strongly influence the USR.
- c. Correlation Between Media Relation to University Social Responsibility (USR)
The results of data analysis shows the results of correlation numbers is 0.829, based on the criteria this can be categorized very strong and positive correlation between Media Relations to USR. It means that if the utilization of Media Relation was postive then it will have a very strong influence on University Social Responsibility (USR).

Equation Line Diagram

Based on the results of data analysis, can be made the following equation:

$$\text{Equation } Y = 0.946X_1 + 0.677 X_2 + 0.829 X_3 + C$$

CONCLUSION

1. There is a mutual influence between University Social Responsibility variable, Internal Public Response, and Media Relations have a strong effect on Campus image. From data analysis result obtained R square number (r^2) is 90,3%.
2. The result of data analysis shows very strong positive correlation, it means if the implementation of University Social Responsibility (USR) the result of correlation number is 0,94. Based on the criteria, it can be categorized as very strong positive correlation, means if the USR implemented intensively, it will have very strong influence to Campus Image.
3. The result of data analysis shows the result of correlation number is 0,677. Based on the criteria, it can be categorized as strong positive correlation between Internal Response to University Social Responsibility (USR), means that if Internal Response positively, then it will strongly affects University Social Responsibility (USR).
4. The results of data analysis show the correlation numbers is 0.829. Based on the criteria, it can be categorized as very strong and positive correlation between Media Relation to University Social Responsibility (USR). It means that if the Media Relation positively utilized then it will have a very strong influence on University Social Responsibility (USR).

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