

Does ISO 26000 Corporate Social Responsibility Influence Company Performance?

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ABSTRACT

The purpose of this study is to analyze the influence of implementation of ISO 26000 Corporate Social Responsibility (CSR) on Business performance of automotive industries located in West Java. Research respondents were staff and management of 5 automotive companies consist of 212 people and the method of data collection use electronic questionnaires by snowball sampling to all respondents. This study use a quantitative method and analysis tools in this study is SEM (Structural Equation Model) with the LISREL program version 8.70. The results showed that the ISO 26000 Corporate Social Responsibility (CSR) had a positive and significant effect on business performance. This research novelty is essential as it outlines a strategic model that could be adapted and adopted by other industries in Indonesia or in other regions in improving their business performance by implement ISO 26000 Corporate Social Responsibility (CSR) in their companies.

Key words : Business Performance, Corporate Social Responsibility, ISO 26000

I. INTRODUCTION

In the industrial era 4.0, business competition is getting stringent, forcing many manufacturing companies in the world to seek innovations to improve the competitiveness and performance of their companies. In order to improve the competitiveness, survive in keeping and, even more, increase the market share, some companies have implemented an Integrated Management System (Georgiev & Georgiev, 2015), such as ISO 26000 Corporate Social Responsibility (CSR). According to Moratis et al (2016) ISO 26000's definition of CSR is 'out of the ordinary' when compared to instrumental CSR definitions that are currently dominant, as it propagates an explicit moral perspective on corporate responsibilities towards society. While it resembles aspects of earlier definitions of CSR, this paper argues that the standard, being the end result of a global stakeholder dialogue, tries to make a strong plea for the return of morality in the CSR debate. Also, it is concluded that the ISO 26000 definition of CSR has several shortcomings, especially on the subject of corporate governance, which are addressed. In ISO 26000, the implementation of CSR is not only done by corporations, but can be done by other institutions or organizations. So then the term SR (Social Responsibility) appears. The definition of Social Responsibility according to ISO 26000 is the responsibility of an organization for the impact of its decisions and activities on society and the environment which is realized through transparent and ethical behavior that contributes to sustainable development, including public health and welfare, taking into account stakeholder expectations in line with compliance to the applicable laws and regulations that are consistent with international behavior and norms that are integrated into all joints of the organization and implemented in connection with all of them. In this case there was a development in the preparation, from CSR or Corporate Social

Responsibility to CSR or Social Responsibility only. This change, according to the shadow committee of Indonesia, is due to ISO 26000 guidelines intended not only for corporations but for all forms of organization, both private and public. ISO 26000 provides voluntary standard guidelines regarding the social responsibility of an institution that covers all sectors of public or private bodies in both developing and developed countries. With ISO 26000, the organization will provide added value to the social responsibility activities that are currently developing by: 1) developing a consensus on the understanding of social responsibility and issues; 2) provide guidance on translating principles into effective activities; and 3) sorting out best practices that have been developed and disseminated for the benefit of the international community or community. If you want to embrace the understanding used by experts who formulate ISO 26000 Guidance Standards on Social Responsibility which consistently develop social responsibility, the Social Responsibility issue will cover 7 (seven) main issues, namely, Community Development, Consumers, Healthy Institutional Activity Practices, Environment, Employment, Human rights, Organizational Governance. ISO 26000 translates social responsibility as the responsibility of an organization for the impact of its decisions and activities on society and the environment, through transparent and ethical behavior, which, consistent with sustainable development and community welfare, paying attention to the interests of the stakeholders, In accordance with applicable law and consistent with international norms, integrated in all organizational activities, in this sense covering both activities, products and services.

Problems in implementing CSR in Indonesia, there are some things that are worth noting in this regard, namely, the company does not pay attention to the condition of the community in which the company operates. for the company. The community also feels that its existence is ruled out, so conflicts arise which then disrupt the company's operational processes, the company conducts business without regard to the damage to the natural environment in the area it occupies, even though the area is also a place where people's lives depend, the company exploits nature to the extent that it damages it and harms the lives of the wider community, without taking into account community compensation in a fair manner, companies still underestimate the importance of CSR programs for the survival of the company, and there are even companies that consider CSR as an obstacle in their efforts to achieve maximum profits, the company is still half-hearted in implementing CSR, so the public cannot fully feel the benefits of the program provided. CSR implementation in Indonesia raises various problems both from the community, government and the company itself. Problems that come from the community, sometimes the community is not ready to be invited to implement CSR, especially if it is participatory, where people do not want to be changed only want to get help in the form of funding (philanthropy) and culture and sometimes capacity building when the community cannot absorb the company's wishes. Other problems felt in implementing CSR in Indonesia are that not a few companies that carry out CSR are still for public relations campaigns, there is no sincerity of companies to create sustainable CSR programs (continuously) and monitor, evaluate and make reports systematically to communicate with stakeholders to measure the performance of CSR they do.

Corporate social responsibility (CSR) is an action taken by the company as a sense of responsibility towards the surrounding environment where the company was founded. But in running a CSR a company sometimes fails to run a CSR because of several factors The programs the company does are not in accordance with the needs of the community the environment where the company operates is one of the keys in the implementation of the CSR program, the environment around the company itself must be the first by the company because the general public sees the company not only looking at the company letak but also seeing the environment around the company, for example the alas kusuma company engaged in the field of plywood production in the Kuburaya area makes good road facilities for the people there, not only for the community but also to facilitate road access for the production of their products. By seeing the needs of our community as a company that will implement the CSR program, it can be optimized in designing the program that was planned. So it does not make companies incur greater costs.

Companies are more interested in profit, companies that implement CSR programs certainly spend a lot of money, and are often considered to be excessive costs at the company's expense. In fact, by doing this CSR program. The company has invested in the long term, this is closely related to "sustainable development", ie an organization, especially a company, in carrying out its activities must base its decisions not only on its impact on economic aspects, such as profitability or dividends, but also must weigh social impacts and the environment arising from his decision, both for the short term and for the longer term. With this understanding, CSR can be said as a company's contribution to the goal of sustainable development by way of impact management (minimizing negative impacts and maximizing positive impacts) on all its stakeholders. The purpose of this study is to analyze the influence of implementation of ISO 26000 Corporate Social Responsibility (CSR) on Business performance of an automotive industries.

II.METHOD

The research was conducted as a response to the inadequate research in Indonesia on CSR conducted in several automotive industries in Indonesia, this research involved 21 2respondents, who were employees of 5 automotive industry companies that had been implementing ISO 26000 Corporate Social Responsibility for at least three years. The electronic questionnaire was sent electronically via e-mail and WhatsApp to the employees as staff and management function at the selected companies. For data analysis and processing, Linear Structural Model (LISREL) version 8.70 was used in Structural Equation Model (SEM).

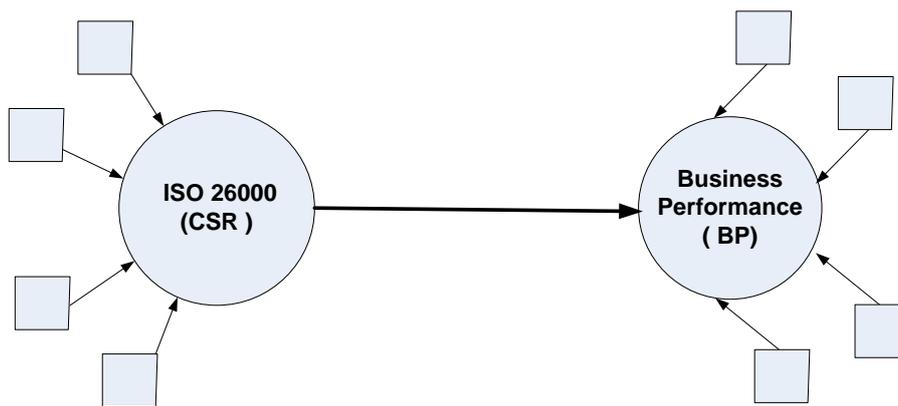
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Table 1 Profile of 426 Respondents

	Man	Woman	Total	%
Company A	21	34	55	26%
Company B	14	13	27	13%
Company C	15	23	38	18%
Company D	12	23	35	17%
Company E	23	34	57	27%
Total	85	127	212	100%

The number of respondents were 212 peoples came from 5 automotive companies consist of company A 26%, company B 13%, company C 18%, company D 17% and company E 27%. The number of male respondents were 85 peoples and women were 127 peoples. the method of data collection use electronic questionnaires by snowball sampling to all respondents. This study use a quantative method and analysis tools in this study is SEM (Structural Equation Model) with the LISREL program version 8.70

Based on previous studies and the purpose of this study, the following research model was constructed.



I. Figure 1 Research Model

Based on the research model, the following hypotheses were formulated:

1. There is a significant and positive relationship between the implementation of the ISO 26000 (CSR) Corporate Social Responsibility and Business Performance (Y).

Based on the hypothesis, the indicators in the variables used in this study are:

1. Independent indicator of CSR Dependent Variables, namely understanding social responsibility, principles of social responsibility, basic social responsibility practices, subjects of social responsibility and integration of social responsibility into company organizations (Iso.org)
2. Dependent indicators of business performance of company's image, quality and safety of the products, new customers and access to new markets, increased customer satisfaction, increased productivity, financial increasement. (Cantanhede et al., 2018)

III. RESULT AND DISCUSSION

Data analysis of this study was carried out with Structural Equation Model (SEM) using Linear Structural Model (LISREL) version 8.70 from Joreskog and Sorbom (2008) and the results are shown in the following figure:

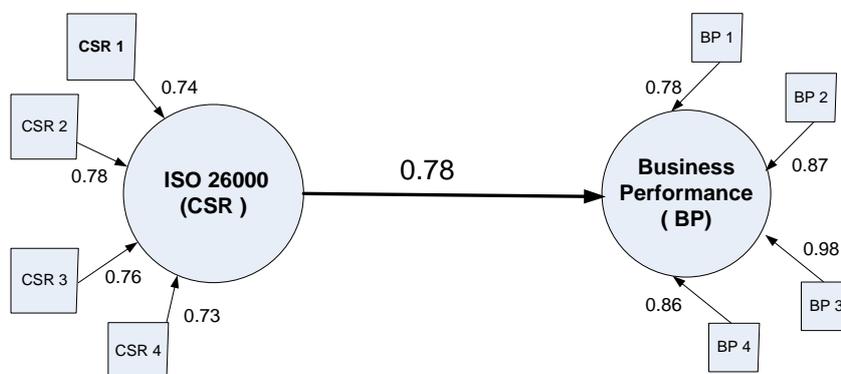


Figure 2 Loading Factor Value of Indicators

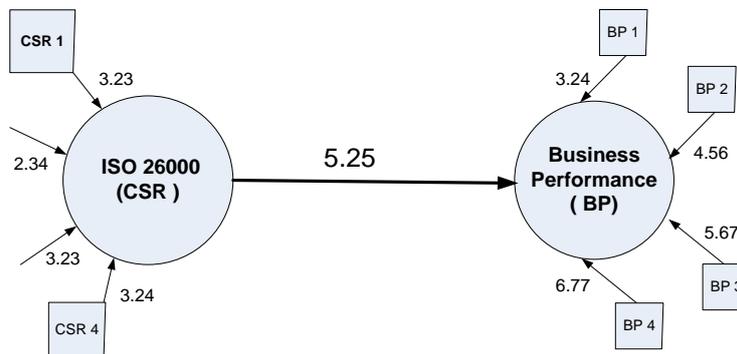


Figure 3 t- Value Indicators

Based on Figure 2 and Figure 3, it can be concluded that all t values are positive and no negative error variance value, and all of loading factor indicator value is above 0.5 (> 0.5) and for the loading factor value < 0.5 will be issued. All of t values to test the significance of the factor loading value are greater than 1.96 (> 1.96). All of indicators are valid and significant. A summary of the results of analysis can be seen in table 2.

II. Table 2 Indicators Validity Analysis Results

Variabel	Indicator	Loading Factor	T-Value	Remark
ISO 26000 (CSR)	CSR 1	0.74	3.24	Valid & Significant
	CSR 2	0.78	2.34	Valid & Significant
	CSR 3	0.76	3.23	Valid & Significant
	CSR 4	0.73	3.24	Valid & Significant
Business Performance (BP)	BP 1	0.78	3.24	Valid & Significant
	BP 2	0.98	4.56	Valid & Significant
	BP 3	0.87	5.67	Valid & Significant
	BP 4	0.86	6.77	Valid & Significant

Based on the test results in table 2, it was found that the value of all loading factors is above 0.5 (> 0.5) and all of the t value is greater than 1.96 (> 1.96), so it can be concluded that all indicators on each variable are valid and significant. The summary of the analysis result is shown in table 3.

Tabel 3 CFA Construct Validity

Variable	Loading Factor	T-Value	Remark
ISO 26000 CSR → BP (BP)	0.78	5.25	Valid & Significant

The data analysis shows that all variables of ISO 26000 (CSR) are valid and significant. The validity is also reconfirmed by the value of Chi-Square (r), which shows a value of 345.21. The

subsequent analysis is to calculate the value of Construct Reliability (CR) and Value of Variance Extracted (VE).

Table 4 Construct Reliability Analysis Result

Indicator	Loading Factor	Loading Factor2	1-Loading Factor2	CR	VE
CSR 1	0.74	0.58	0.43	0.78	0.86
CSR 2	0.78	0.65	0.23		
CSR 3	0.76	0.67	0.31		
CSR 4	0.73	0.56	0.32		
BP 1	0.78	0.67	0.32	0.73	0.81
BP 2	0.98	0.76	0.21		
BP 3	0.87	0.77	0.32		
BP 4	0.86	0.76	0.43		

Based on the table of construct reliability analysis, the results of CR and VE for ISO 26000 (CSR) indicators are 0.78 (CR) \geq 0.70 and 0.86 (VE) \geq 0.50. Business Performance (Y) indicators are 0.73 (CR) \geq 0.70 and 0.81 (VE) \geq 0.50. It means that the Business Performance variable has good reliability, and the construct value has good reliability. In summary, the analysis result confirms that the reliability of all indicators is good, and the research has met the requirements of all testing stages.

Goodness of Fit (GOF) Analysis

The overall model fit is related to the analysis of the GOF statistical value generated by the Lisrel program. For the suitability of the model (model fit), the result shows that the model is good enough and meets the model fit criteria, as seen in table 5.

Table 5 GOF (Goodness Of Fit)

Indeks Fit	Value	Value Standard	Remark
Chi Square	345.21	>0.5	Good
Root Mean Square Error of Approximation (RMSEA)	0.02	<0.08	Good
Index of Normed Fit (NFI)	0.91	>0.90	Good
Index of Non-Normed Fit (NNFI)	0.93	>0.90	Good
Index of Comparative Fit (CFI)	0.92	>0.90	Good
Index of Incremental Fit (IFI)	0.95	>0.90	Good
Index of Incremental Fit (GFI)	0.96	>0.90	Good
Index of Adjusted Goodness Fit (AGFI)	0.98	>0.90	Good
Index of Relative Fit (RFI)	0.97	>0.90	Good

Based on the analysis result, the entire fit index confirms that the model is fit. The result indicates that all variables are declared valid and reliable. It means the overall fit of the model is still good. The linear structural equation model of the LISREL 8.70 software produced the following results:

$$BP = 0.78 * ISO\ 26000\ (CSR) + Error.\ R^2 = 0.79$$

Figure 4 Structural Equations

Based on the analysis results in Figure 4, the application of ISO 26000 Corporate Social Responsibility (CSR) has a positive and significant effect on business performance with a value of 0.78 and R square is 0.79 and a t value is 5.25, this t value is more than 1.96 This means that ISO 26000 has a significant effect of 79% on business performance while 21% is determined by other factors.

Based on the analysis results in figure 4, the implementation of ISO 26000 Corporate Social Responsibility (CSR) has a positive and significant effect on business performance with value 0.78 and R square is 0.79. ISO 26000 CSR reinforce the business performance indicators namely understanding social responsibility, principles of social responsibility, basic social responsibility practices, subjects of social responsibility and integration of social responsibility into company organizations.

The results of this study reinforce some of the results of previous studies on CSR, According to Fuzi et al (2017) find that indicate that the relationship between CSR practices and CSRP was positive and significant, and the relationship between CSR practices and ISO 26000 was also positive and significant. ISO 26000 has a direct positive and significant relationship with CSRP. Therefore, ISO 26000 mediates the relationship between CSR practices and CSRP. The results indicate that ISO 26000 could be considered as a partial mediator. Therefore, the impact of implementation of CSR practices on performance increases with ISO 26000 as a mediator among automotive suppliers. Chakroun et al (2019) the good corporate governance can improve the financial performance. This positive impact is also noticed in the case of labor relations and conditions, environment and community involvement. However, it does not apply to human rights, fair operating practices and consumer issues, as there is no significant relationship between these dimensions and the financial performance. Valmohammadi et al (2014) Statistical analysis revealed that a number of significant relationships between CSR practices and organizational performance of Iranian organizations. The result found that community involvement and development plays an important role in enhancing organizational performance of organizations.

Galbreath et al (2010) suggest that firms engaging in CSR can benefit in ways beyond a pure bottom-line outcome. First, due to exhibited fairness, socially responsive activities appear to be a means to reduce employee turnover. Second, by meeting justice needs of customers, CSR is likely to increase customer satisfaction. Lastly, CSR activities provide visible signals from which stakeholders infer various positive characteristics of firms, thus creating an avenue to increase overall firm reputation. Hossain et al (2016) the views of stakeholder groups were analysed to identify the contributing barriers to CSER practices. The findings of the study reveal that corruption and politics, lack of coordination, lack of government initiatives and unsatisfactory implementation of laws are perceived as the major barriers that hinder CSER practices in Bangladesh. The study also found a lack of awareness amongst various stakeholder groups regarding the influential role CSER plays in promoting sustainable development. The current initiatives undertaken by various stakeholders to

improve CSER practices were limited but growing. Hosain et al (2015) senior managers perceive CSER reporting as a social obligation. The study finds that the managers focus mostly on child labour, human resources or rights, responsible products/services, health education, sports and community engagement activities as part of the social obligations. Interviewees identify a lack of a regulatory framework along with socio-cultural and religious factors as contributing to the low level of disclosures. These findings suggest that CSER reporting is not merely stakeholder-driven, but rather country-specific social and environmental issues play an important role in relation to CSER reporting practices.

Lee et al (2009) show that “environmental” pressures and standards are widely accepted and implemented for supply management in the Korean electronics industry. However, “social” pressures and standards are still not commonly used and there is a lack of implementation in the entire supply chain in the industry. The main reason for adopting CSR standards is to identify risks and problems in the supply chain, and to avoid or at least reduce the consequences for the final manufacturer. Closon et al (2015) the ethical and legal internal and external practices significantly influence the affective organizational commitment. The results also indicate that job satisfaction is positively influenced by internal and external ethico-legal practices as well as by philanthropic practices. Nonetheless, the role of expectation as moderator could not be demonstrated. This matter is discussed in the section dedicated to the limitations of the study. Bevan et al (2015) suggest small to medium-sized enterprises (SMEs) incorporate some aspects of CSR into their business activities even though they do not refer to the practices as CSR, as none of them have a formal CSR policy in place. Most SMEs in the construction industry implement ethical and economic aspect of CSR; however implementation across environmental and social issues is limited. Non-parametric correlation analyses show that higher awareness of CSR issues leads to higher levels of implementation and that concern about economic aspect is not a reason why CSR is not implemented into business practices.

Walker et al (2016) finds that increased CSR significantly relates to increased firm performance in all three measures, and that increased CSiR significantly relates to decreased profitability only. Furthermore, increased CSR when CSR is present relates to increased efficiency and market valuation. Finally, increased CSiR when CSR is present relates to increased profitability and efficiency. The results suggest that CSR dominates the relationship to firm performance, as it was positively related to all three measures of firm performance, and when CSR and CSiR exist simultaneously, CSR has a dominant positive effect. Aljarah et al (2018) shows that the economic development moderates only one relationship, CSR and trust. Paluri et al (2018) consumer perception towards the CSR activities of the bank influenced their attitude and satisfaction. Though consumers expressed a need for their bank’s taking up CSR initiatives, this need did not influence their attitude towards the bank, contradicting studies in the past. Consumer perception of the bank’s involvement in the CSR activities was moderate, indicating that banks need to increase their communication about the CSR initiatives undertaken by them

IV CONCLUSION

Based on the result analysis, this study confirms that the implementation of ISO 26000 Corporate Social Responsibility (CSR) has a positive and significant effect on business performance. An organization’s performance on social responsibility can influence, among other things, competitive advantage, reputation, the ability to attract and retain workers or members, customers, clients and users, the maintenance of employee morale, commitment and productivity. The perception of investors, owners, donors, sponsors and the financial community, relationships with companies, governments, the media, suppliers, peers, customers and the community.

Operates ISO 26000 provides guidance for all types of organization, regardless of their size or location, on concepts, terms and definitions related to social responsibility, Background, trends and

characteristics of social responsibility, Principles and practices relating to social responsibility, core subjects and issues of social responsibility, integrating, implementing and promoting socially responsible behaviour throughout the organization and, through its policies and practices, within its sphere of influence, identifying and engaging with stakeholders, communicating commitments, performance and other information related to social responsibility ISO 26000 is intended to assist organizations in contributing to sustainable development. It encourages them to go beyond legal compliance, recognizing that compliance. Further research aiming to examine the effect of implementing a management system can investigate other variables and similar research can be conducted in different types of industries other than the food packaging industry or different locations. This study has several limitations. First, with the limited time and cost, a relatively small number of samples is used, making it less representative of the target population. Secondly, the object of this study is the automotive industries only, although many other industries have implemented an CSR Corporate Social Management Thirdly, any peoples are not familiar with Lisrel as the software used for data analysis. Fourthly, the data analysis in this study uses the Structural Equation Model (SEM). The results will be more valid if the analysis includes the Key Performance Indicator trend of financial performance. Lastly, the research was limited to companies in Indonesia, so that findings may not be the same when applied to other countries and/ or other industries.

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