The effect of consumer behavior attitudes towards indhihome product purchasing decisions relating to the implementation of CRS (Corporate Social Responsibility) programs

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Abstract. This study aims to look at how the relationship between consumer attitudes in making purchases on an indhihome product by looking at CSR programs implemented by PT. Regional Telkom Merauke. Based on the data received, the use of indhihome products has decreased every month, this is the reason for this empirical research. The approach used in this research is to use a quantitative method approach, which analyzes the effect of consumer attitudes toward the final decision of consumers relating to the implementation of CSR programs. CSR program with quantitative methods is a method used to examine a particular population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim to test the hypothesis that has been set.

1. Introduction
One of the objectives of establishing a company is to get the maximum profit. In order to achieve this goal, the company has endeavored in many ways to be able to maintain or increase the number of customers. It takes innovation and a special strategy in dealing with the market. Not only promotional efforts that must be done to the maximum, the company also needs to realize that on the other hand, the existence of the company has an impact on the environment and the community around the company is located, therefore the company should have responsibility for environmental preservation around the company, both internally and externally. Corporate social responsibility or known as CSR, which is essentially based on the concept of 3P (Profit, People, Planet) or triple bottom line [1], where the company not only maximizes revenue but is also required to preserve the environment and the welfare of the community around the company, especially nowadays that it has entered the industrial revolution 4.0, many companies have begun to innovate in their activities to achieve maximum goals.

In initial thinking, the organization only thinks and seeks to maximize the profit and wealth of shareholders only. CSR is an organizational commitment to improving society with business practices and resource contributions [2].

Implementation of CSR programs carried out by the company if managed properly, the program will create an emotional relationship that exists between the community and the company. This can have a positive impact that can be utilized by the company to maintain good communication with consumers so that if it can be managed properly it will bring social benefits to the company. Many
companies also carry out CSR programs, in this case a company that conducts CSR programs is PT Telkom Regional Merauke which has indhihome products (one of Telkom's flagship products). But considering the reality in the field, the sales trend of indhihome products has decreased quite dramatically.

There are at least three important reasons why the business world must respond and develop social responsibility in line with its business operations.

1. The company is part of the community and reasonable when the company pays attention to the interests of society.
2. Business and community groups should have a strong
3. is a mutualism symbiosis so it can create a relationship that Harmonious.
4. CSR is one way to dampen or even avoid social conflicts [3].

Customer loyalty is a measure of customer attachment to a brand. This size is able to provide an overview of whether or not the customer is switching to another brand of product when the product brand is found to be a change, both regarding price and other attributes [4]

The conduct of behavior by Martin and Pear (1996) [5] is interpreted as Everything that someone says or does, such as wearing Clothes, wink.

Schiffman and Kanuk (2007) [6] said that consumer psychology contains Fundamental concepts of psychology that define individual behaviors and influence behaviour Consumption. Factors Factors of consumer psychology referred to is motivation, perception, and attitudes of consumers.

In this study, researchers want to see consumers' attitudes toward companies providing products and services by implementing CSR programs. More specifically, a company engaged in communication services, namely PT Telkom which is also one of the existing State-Owned Enterprises (SOEs) and is spread throughout Indonesia, in order to see clearly the impact of consumer attitudes on the implementation of CSR programs carried out by the company either partially or simultaneous.

2. Methods

This research was conducted in Merauke Regency and located at PT. Regional Telkom Merauke. The population taken is all customers who use indhihome products. To analyze the data used in this study, researchers used a regression analysis technique in which the technique will test hypotheses that state that there is a partial or simultaneous influence between the independent variable and the dependent variable.

The model in this study can be seen in the following figure:

![Figure 1. Frame Work](image)

In collecting data, researchers used a technique in the form of distributing questionnaires to samples that had been selected by accidental sampling technique. The amount of population was 4,105 people sampled using the Slovin formula so that the samples obtained were 98 people sampled. Then the respondents fill in the questionnaire that has been prepared in the form of a Likert scale which is generally used to measure a person's attitudes and opinions.
3. Result and discussion

3.1. Result

3.1.1. Validity test

| Table 1. Validity test |
|------------------------|
| Variable          | r hitung | r table | Keterangan |
| Consumer Behavior (X1) |         |         |            |
|                      | 0.288    | 0.1986  | Valid      |
|                      | 0.473    | 0.1986  | Valid      |
|                      | 0.793    | 0.1986  | Valid      |
|                      | 0.726    | 0.1986  | Valid      |
|                      | 0.564    | 0.1986  | Valid      |
|                      | 0.841    | 0.1986  | Valid      |
|                      | 0.75     | 0.1986  | Valid      |
|                      | 0.772    | 0.1986  | Valid      |
| Corporate Social Responsibility (X2) |         |         |            |
|                      | 0.658    | 0.1986  | Valid      |
|                      | 0.82     | 0.1986  | Valid      |
|                      | 0.79     | 0.1986  | Valid      |
|                      | 0.719    | 0.1986  | Valid      |
|                      | 0.837    | 0.1986  | Valid      |
|                      | 0.704    | 0.1986  | Valid      |
|                      | 0.689    | 0.1986  | Valid      |
|                      | 0.744    | 0.1986  | Valid      |
| Consumer Decisions (Y) |         |         |            |
|                      | 0.586    | 0.1986  | Valid      |
|                      | 0.783    | 0.1986  | Valid      |
|                      | 0.766    | 0.1986  | Valid      |
|                      | 0.697    | 0.1986  | Valid      |
|                      | 0.742    | 0.1986  | Valid      |
|                      | 0.721    | 0.1986  | Valid      |

From the data shown above, it can be seen that the value of r count > r table. With these results, it can be interpreted that the items of statements on the variables of consumer attitudes, corporate social responsibility, and consumer decisions are valid.

3.1.2. Reliability test

| Table 2. Reliability tests. |
|----------------------------|
| No     | Variable                  | Cronbach Alpha | Std. Of Reliability | Ket          |
| 1      | Consumer Behavior         | 0.765          | 0.6                | Reliable     |
| 2      | Corporate Social Responsibility | 0.78         | 0.6                | Reliable     |
From the reliable test results above, it can be seen that the value of Cronbach Alpha on each variable has a number > 0.60 therefore, Corporate Social Responsibility and Consumer Decisions are reliable, this shows that the above variables are stable and consistent and can subsequently be trusted as a measuring tool.

### 3.1.3. Multiple linear regression

**Table 3. Linear Regression**

| Model     | Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|-----------|-----------------------------|---------------------------|-------|------|
|           |                             |                           |       |      |
| (Constant)| -0.327                      | 1.8                       | -1.82 | 0.856|
| 1         | Attitude                    | 0.347                     | 0.72  | 4.842| 0.000|
|           |                             | 0.457                     |       |      |
| 2         | CSR                         | 0.339                     | 0.79  | 4.06 | 0.000|
|           |                             | 0.406                     |       |      |

The regression equation model is written based on the results of data processing is as follows.

\[ Y = 0.347X_1 + 0.339X_2 + e \]

### 3.1.4. T test

In this case, the t test was conducted to see how partial influence of the independent variables on the dependent variable.

#### 3.1.5. Attitude variable towards consumer decisions

The test results show the influence of attitude towards decision variables is 4.842. With reference to the significance limit of 0.05.

**Table 4. Attitude variable towards consumer decisions**

| Model     | Sum of Square | Df | Mean Square | F    | Sig. |
|-----------|---------------|----|-------------|------|------|
| Regression| 603.197       | 2  | 301.599     | 92.796| 0.000|
| 1         | Residual      | 95 | 3.250       |       |      |
| Total     | 911.959       | 97 |             |       |      |

This value is smaller than 0.05, thus obtained that the hypothesis stating that attitudes affect consumer decisions can be accepted.

### 3.1.6. CSR against consumer decisions

The results of testing on CSR variables on Consumer Decisions are 4.300. By using a 0.05 significance level, the significance value is less than 0.05. With the direction of the positive coefficient, thus it is obtained that the hypothesis stating that CSR influences consumer decisions can be accepted.

### 3.1.7. F Simultaneous test

From statistical calculations with SPSS software, an F value of 96.796 was obtained with a significance level of 0.000. Considering the significant value of the F test it was found that the sig F value is smaller than the value of 0.05. This means that the attitude and CRS variables have a simultaneous and significant influence on consumer decisions.
3.1.8. Coefficient of determination

| Model | R    | R square | Adjusted R Square | Std. error of the estimate |
|-------|------|----------|-------------------|---------------------------|
| 1     | 0.813| 0.661    | 0.654             | 1.802801                  |

From the results of the regression calculation, it can be seen that the coefficient of determination (adjusted R²) obtained is 0.654. These results indicate that 65.4% of consumer decisions can be influenced by attitudes and implementation of CSR programs and 34.6% are influenced by other variables.

3.2. Discussion

3.2.1. Attitudes toward consumer decisions. Hypothesis 1 testing has proven that there is a positive and significant effect on the attitude variable on the consumer decision variable. The first hypothesis testing indicates that consumer attitudes in choosing to use a product is strongly influenced by the response given by the company, in this case, PT Telkom Datel Merauke.

The results obtained are supported by previous research, conducted by Muhadjir et al in 2011 on the Effects of the Implementation of CSR Programs on Bank Customer Perceptions and the Impact on Corporate Image. The results of his research show that CSR programs have an effect on the corporate image directly or indirectly through customer perception. Therefore, BNI is expected to continue to maintain the concept of BNI sharing through their CSR programs and improve public communication, so that the delivery of CSR programs to change customer perceptions to be positive can be successful.

3.2.2. CSR against consumer decisions. In testing the second hypothesis, it can be seen that there is a positive and significant effect on CSR variables on consumer decisions. Hypothesis testing in the second stage shows that the consumer's decision in choosing to use a product/service is strongly influenced by the response given by the company in this case PT Telkom Merauke Datel in carrying out social programs.

4. Conclusions

Based on the obtained results, some conclusions can be drawn as follows:
1) Partially, the attitude variable has a significant effect on consumer decision variables, meaning that if the response given by the company to consumers is improved it will affect consumer decisions.
2) On the results of simultaneous testing also can be seen that the two Independent variables (Attitude and CSR) are equally influential on consumer decisions. This means that if the response given by the company to consumers is improved it will affect consumer decisions.

References
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