

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the results of research and discussion by using Structural Equation Model (SEM), then the conclusion can be drawn as follows:

1. Corporate Social Responsibility Program Bayar Listrik Dengan Sampah has a positive effect on Corporate Image in Gunung Anyar
2. Corporate Social Responsibility Program Bayar Listrik Dengan Sampah has a positive effect on Service Quality in Gunung Anyar
3. Corporate Image of Corporate Social Responsibility Program Bayar Listrik Dengan Sampah has a positive effect on Service Quality in Gunung Anyar
4. Service Quality of Corporate Social Responsibility Program Bayar Listrik Dengan Sampah has a positive effect on Customer Satisfaction in Gunung Anyar.

## **5.2 Suggestion**

Based on the conclusions that have been mentioned previously, several recommendations can be given in the form of suggestions that can be taken into consideration for Program bayar Listrik dengan sampah PT. PLN East Java Distribution in Gunung Anyar:

### **5.2.1 Theoretical Suggestion**

The result of this research can be used as reference for others who do a similar study, especially about a concept or theory which analyze the effect of CSR Program Bayar Listrik Dengan Sampah towards Corporate Image, Service Quality and Customer Satisfaction in Gunung Anyar

In the end, this research has several limitations. This study only focuses on a monopolist company that has no competitors. Therefore, it is required for the future research use variable that match with the object of the research like company PDAM and Pertamina that has no competitors. This research can be the reference for further research in the future.

### **5.2.2 Practical Suggestion**

The practical suggestions for society in Gunung Anyar based on the hypothesis test are:

#### **1. Corporate Social Responsibility**

To increase Corporate Social Responsibility, PT. PLN can make a program, like cleaning program that is joined by society in Gunung Anyar and PT. PLN employees. This program can make the society in Gunung Anyar feel that PT. PLN care for them. Moreover, this program can prove that PT. PLN is not only money oriented, but also

as a form of responsibility to protect the environment and build good relationships with the society in Gunung Anyar.

2. Corporate Image

To increase Corporate Image, PT. PLN can make a program, like planting trees that followed by a society of Gunung Anyar and PT. PLN employee's. In addition to improving real form in corporate social responsibility, the program can also increase concern for quality of life related to the environmental hygiene, environmental preservation, and healthy living.

3. Service Quality

To increase service quality, PT. PLN should make bookkeeping on the purchase of garbage from the society in Gunung Anyar more transparent and well-structured so there is no misunderstandings. Society should get information on the amount of electricity that is obtained from the sale of waste more accurately, so that society can put more trust in PT. PLN. In addition, comfortability is also increasing with a bookkeeping that is transparent and well-structured because bookkeeping becomes more systematic and facilitate the public in controlling the total amount of electricity that should be obtained

## REFERENCES

- Ancok, D. 2006. In *Investasi sosial* (pp. 19-20). Jakarta: La Tofi Enterprise.
- Andreassen, Lanseng. (1997). The principal's and agents' contribution to customer loyalty within an integrated service distribution channel: An external perspective. *European Journal of Marketing*, Vol. 31, No.7.
- Aydin, S. O. (2005). Customer loyalty and the effect of switching costs as a moderator variable, a case in the Turkish mobile phone market. *Marketing Intelligence and Planning*, Vol. 23, 89-103.
- Barjoei, M. E. (2016). The Impact of Corporate Social Responsibility and Image on Brand Equity. *Global Business and Management Research: An International Journal*, Vol.8 , No.3.
- Bhattacharya CB, S. S. (2004). *Doing better at doing good: when, why and how consumers responds to corporate social initiatives*. Caliv Manage.
- Brown JT, Dancin. P. (1997). *The company and the product: Corporate associations and consumer product responses*. JMar Sci .
- Cannon, T. (1992). *Corporate Responsibility* . UK: Logaman Group.
- Carrol, A. B. (1979). *A Three Dimensional Conceptual Model of Corporate Performance*. The Academy of Management Review.
- Diehl S, T. R. (2016). Making good matters to consumers: the effectiveness of human-oriented CSR appeals in cross-cultural standardized advertising campaigns. *International Journal Advert*.
- Durianto, D., Sugiarto, & Sitinjak, T. (2001). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT Gramedia Pustaka Utama.
- Dutka. (1994). *The Attributes of Customer Satisfaction*.

- Eman Mohamed Abd-El-Salam, A. Y.. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role. Case analysis in an international service company. *The Business & Management Review*, 2.
- Esmailpour Majid, Barjoei Sahebeh.(2016). The Impact of Corporate Social Responsibility and Image on Brand Equity. *Global Business Management. an International Journal*
- Freeman. (1984). *Strategic Management: A Stakeholders Approach*. USA: Boston: Fitman.
- Ferdinand. (2000). *The criteria of Good Fit to examine whether a model can be accepted or rejected*
- Ghozali,Fuad.(2005). *Keuntungan menggunakan metode penelitian SEM*
- Hair. (1998). *Determine total of the Respondents*
- Hawkins. (2007). *Process Building Corporate Image*.
- Hopkins, M. (2003). The Business Case for CSR: Where are we? *Journal For Business Perform*, 125.
- Jefkins, F. (1992). *Public relations*. Jakarta: Erlangga.
- Juanda. (2004). *Hukum Pemerintahan Daerah; Pasang Surut Hubungan antara DPRD dan Kepala Daerah*. Bandung: Alumni p:106.
- Kabar Surabaya. (2015, Desember 12). Retrieved from <http://kabarsurabaya.org/bank-sampah-bintang-mangrove-layani-pembayaran-listrik-dengan-sampah/>: <http://kabarsurabaya.org/bank-sampah-bintang-mangrove-layani-pembayaran-listrik-dengan-sampah/>
- Keraf. (1998). *Etika Bisnis: Tuntutan dan Relevansinya Governance*. Yogyakarta: Total Media.
- Kotler, A. (2008). *The Charateristic of Service Quality*.
- Kotler, K. (2012). *The elements of Corporate Image*.

- Lai. (2015). The Effects of Corporate Social Responsibility on Brand Performance: The Mediating Effect of Industrial Brand Equity. *Journal of Business Ethics*.
- Lovelock, C. (1984). *Positioning the service organization in the marketplace*. Prentice-Hall, Englewood Cliffs, NJ .
- Malhotra, N. K., 2004, *Marketing Research: An Applied Orientation*, Fourth Edition, New Jersey: Prentice Hall.
- Milton, F.. Retrieved Febuary 2007, from [www.colorado.edu/studentgroup/liberatians/issues/friedman-socresp-business.html](http://www.colorado.edu/studentgroup/liberatians/issues/friedman-socresp-business.html)
- Norman, W. (2003). *Getting to the Bottom Line*. In Business Ethics (p. 1). in Press.
- Oliver. (1993). The relationship between customer satisfaction and service quality. *Journal International Marketing*.
- Parasuraman, A. B. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*.
- Parker, Mathew. (2001). *The Two Pricipal of Satisfaction*.
- Pomering, A. &. (2009). Constructing a corporate social responsibility reputation using corporate image advertising. *Australasian Marketing Journal*.
- Pomering, Johnson. (2001). The evolution and future of national customer satisfaction index models. *Journal of Economic Psychology*, 217.
- Post. (2003). A Response to The Social Responsibility of Corporate Management. *Mid-American Journal of Business*, Vol.18 No.1.
- Salam, B. (1997). *Etika Moral, Asas Moral dalam Kehidupan Sosial Manusia*. Jakarta: Renika Cipta .
- Siagian. (1996). *Gagasan dan Aksi Tanggung Jawab Sosial Perusahaan Dalam Masyarakat*. Jakarta: Australian Indonesia Partnership.

Sing-Bum Kim, Dae-Young, S.-B. K. (2016). The Impacts of Corporate Social Responsibility, Service Quality and transparency on relationship quality and customer loyalty in the hotel Industry. *Asian Journal of Sustainability and Social Responsibility*.

Statistic United Nations. (2007). *Scientific Frame Work of Waste*. 27.

Sugiyono. (2008). *Populasi dan Sample dalam Metode Penelitian*. Bandung: Alfabeta.

Sugiyono. (2013). *Metode Penelitian Bisnis*. Bandung: Alfabeta.

Sutisna. (2008). *Citra Perusahaan*. Seri Manajemen Pemasaran.

Thomas, Margareth. a. (2006). *Corporate Social Responsibility: A definition Paper Series*. Curtin University of Technology: Graduate School of Business.

Vazifehdust, H., & Mojoudi, A. a. (2014). *The effect of corporate social responsibility on corporate image, customer satisfaction and loyalty in the banking industry (Case Study: Tehran Melli Bank)*. Persian: Conference on Development and innovation management in management empowerment.

Wibisono, Y. (2007). *Membedah Konsep dan Aplikasi CSR*. Gresik: Fascho Publising.

Wilson. (2008). *The dimension of Service Quality*

Yamin, Kurniawan. (2009). *Structural Equational Modeling : Belajar Lebih Mudah Teknik Analisis Data Kuesioner dengan Lisrel-PLS*. Jakarta: Salemba Empat.

Zeithaml, V. B. (1996). The Behavioural Consequences of Service Quality. *Journal of Marketing*, Vol. 60, 31-46.

Zeithaml, V. B. (2000). Consumer Perceptions of Price, Quality, and Value: A Mean-End Model and Synthesis of Evidence. *Journal of Marketing*.

Zeithaml, V. P. (1990). *Delivering Quality Service*, The Free Press. New York.