

Referensi

- Adeniji, *et al.* 2015. *Corporate Images: A Strategy for Enhancing Customer Loyalty and Profitability*. IBIMA Publishing. Vol 2015.
- Armstrong, Michael. 2011. *Armstrong's Handbook of Strategic Human Resource Management*. Keagan Page. Philadelphia.
- Arslan & M.Phil. 2014. *Impact of Corporate Social Responsibility on Brand Image: A Study on Telecom Brands*. Developing Country Studies. ISSN 2225-0565. Vol 4. No 21.
- Ayu & Kusumawardhani. 2015. *Analisis Pengaruh CSR Terhadap Corporate Reputation dan Brand Awareness Bank Mandiri (Studi Pada Mahasiswa Undip Semarang)*. Diponegoro Journal of Management. Vol 4. No 4.
- Aziz, Norzalita Abd. 2020. *The Impact of Corporate Social Responsibility and Corporate Identity Management on Image and Performance: The case of City Hotels in Klang Valley, Malaysia*. International Journal of Academic Research in Business and Social Sciences. 10(10), 662-681.
- Blomback, Anna & Scandeliuss, Christina. 2013. *Corporate Heritage in CSR Communication: A Means to Responsible Brand Image?*. Corporate Communications: An International Journal. Vol. 18. No. 3
- Dawkin, Jenny & Lewis, Stewart. 2003. *CSR in Stakeholders Expectations: And Their Implication for Company Strategy*. Journal of Business Ethics. Vol. 44: 185-193
- Dahlsrud, Alexander. 2006. *How Corporate Social Responsibility Defined: an Analysis of 37 Definitions*. Corporate Social. Responsibility Environment. Management. 15, 1-13.
- Dimitriadis & Zilakaki. 2019. *The Effect of Corporate Social Responsibility on Consumer Loyalty in Mobile Telephone Companies*. International Journal of Economics and Business Administration. Vol 7. Issue 4.

- Djuali & Hatane. 2015. *Analisa Pengaruh Corporate Image dan Costumer Satisfaction Terhadap Store Firm Performance Pada Industri Ritel Khususnya Convenience Store di Surabaya*. Business Accounting Review. Vol 3. No 2.
- Fatt, et al. 2017. *Enhancing Corporate Image in Organization*. Management Research News. Vol 23. Issue 4.
- Febrian, Sally Meuthia. 2018. *Pengaruh Brand Awareness Terhadap Keputusan Pembelian Produk Zara (Studi Pada Konsumen Zara Sun Plaza Medan)*. Universitas Sumatera Utara. Medan
- Ferrel, et al. 2016. *Business Ethics: Ethical Decision Making and Cases*. South Western Educational Publishing. Boston.
- Hardiani. 2016. *Pengaruh Corporate Social Responsibility Terhadap Brand Image: Studi Pada Bank BRI Cabang Makassar*. Jurnal Ilmiah Bongaya. ISSN : 1907 – 5480.
- Haq, Habibi Danil. 2021. *The Effect of Corporate Social Responsibility on Brand Awareness: The Case Study of PT Unilever Indonesia and Non-Governmental Organization (NGO) Spektra Surabaya*. Jurnal Studi Managemen dan Bisnis. JSMB Vol. 8 (1) 2021 hlmn. 31-36.
- Hermawan, Marco S. & Mulyawan, Stephanie G. 2014. *Profitability and Corporate Social Responsibility: An Analysis of Indonesian Listed Company*. Asia Pacific Journal of Accounting and Finance. Volume 3 (1).
- Huang, Chujun. 2017. *The Study of Relationship Between Brand Image and CSR Purchasing Behavior*. ISCTE Business School.
- Išoraitė, Margarita. 2016. *Raising Brand Awareness Through Internet Marketing Tools*. Independent Journal of Management & Production. Vol 7. No 2.
- Juhairi, et al. 2016. *Pengaruh Tanggungjawab Sosial (CSR) Terhadap Brand Image dan Dampaknya Pada Minat Beli*. Jurnal Administrasi Bisnis. Vol 39. No. 2.
- Johan, Indra Habibi. 2019. *Pengaruh Corporate Social Responsibility Terhadap Brand Awareness Markplus Medan*. Universitas Sumatera Utara. Medan.

- Karam & Saydam. 2015. *An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurant)*. International Journal of Business and Social Science. Vol 6. No 1.
- Lee, JooH & Roh, James Jungbae. 2012. *Revisiting Corporate Reputation and Firm Performance Link*. Benchmarking: An International Journal. Vol. 19. No. 4/5: 649-664
- Matten, Dirk & Moon, Jeremy. 2008. "Implicit" and "Explicit" CSR: A Conceptual Framework for A Comparative Understanding Corporate Social Responsibility. *Academy of Management Review*. Vol. 33, No. 2. 404-424.
- Mallik, et al. 2017. *CSR and Brand Image: The Casual Link Detected Through Regression Analysis*. ISSN 0798 1015. Vol 39.
- Marcell, Leonard. 2019. *Analisis Pengaruh Brand Image, Brand Awareness, Corporate Social Responsibility dan Segmentasi Pasar PT XYZ Terhadap Keputusan Pembelian*. Jurnal Manajemen Bisnis dan Kewirausahaan. Vol 3. No 2.
- Maruf, Ayanda Adebayo. 2013. *Corporate Social Responsibility and Corporate Image*. Transnational Journal of Science and Technology. Vol 3. No 8.
- Medis, Ajith. 2018. *Impact of Corporate Social Responsibility on Corporate Brand Image: With Special Reference to Television Channels in Sri Lanka*. Sri Lanka Journal of Marketing. Vol 4. No 1.
- Meutia, Intan. et al. 2021. *The Effect of Income Smoothing and CSR Disclosure on Market Performance*. International Journal of Business and Economic Sciences Applied Research (IJBESAR), ISSN 2408-0101, Eastern Macedonia and Thrace Institute of Technology, Kavala, Vol. 14, Iss. 1, pp. 58-68, <https://doi.org/10.25103/ijbesar.141.05>
- Mulyono, Herry. 2016. *Brand Awareness and Brand Image on Decision Making on University*. JMK. Vol 18. No 2.

- Mohammed & Rashid. 2016. *A Conceptual Mode of Corporate Social Responsibility Dimensions, Brand Image, and Customer Satisfaction in Malaysian Hotel Industry*. Kasetsart Journal of Social Science. Vol 39.
- Moir, Lance. 2001. *What Do We Mean By Corporate Social Responsibility?*. Corporate Governance. Vol. 1. Issue 2: 16-22
- Monroig & Pomareg. *Differentiation through Corporate Image- A comparison between Hemköp and Ica-Maxi*. University of Halmstad. Halmstad
- Pierick, Beekman, *et al.* 2004. *A Framework for Analyzing Corporate Social Performance Beyond The Wood Model*. Agricultural Research Department. Arnhem.
- Percy, Larry & Rossister, John R. 1992. *A Model of Brand Awareness and Brand Attitude Advertising Strategies*. John Wiley & Sons. Vol. 9(4): 263-274.
- Prasiska, *et al.* 2017. *CSR dan Citra Perusahaan*. Jurnal Bisnis dan Ekonomi (JBE). ISSN: 1412-3126. Hal. 43-49.
- Phan, *et al.* 2021. *The Impact of Corporate Social Responsibility on Brand Image: A Case Study in Vietnam*. ISSN: 2288-4637. Vol 8. No 4.
- Pranata & Pramudana. 2018. *Peran Kesadaran Merek (Brand Awareness) Dalam Memediasi Hubungan Iklan Oppo Dengan Niat Beli Konsumen*. E-Jurnal Management Unud. Vol 7. No 10.
- Pomareg & Monroig. *Differentiation through Corporate Image- A comparison between Hemköp and Ica-Maxi*. University of Halmstad. Halmstad
- Ruslan, Rosady. 2003. *Metode Penelitian PR dan Komunikasi*. PT. Raja Grafindo Persada. Jakarta
- Sahu & Pratihari. 2015. *Strategic CSR. Corporate Identity, Branding and Marketing: Review and Comments*. Rev. Integr. Bus. Econ. Res. Vol 4(3).

- Setyono, Primanita & Puspita Ardyan Barru. 2019. *The Effects of Corporate Social Responsibility (CSR) Toward Corporate Image and Customer Response (A Case Study in Waroeng Group Yogyakarta)*. Proceeding of The 3rd International Conference on Accounting, Business & Economies (UII-ICABE 2019)
- Sitanggan & Silintowe. 2021. *The Effect of Corporate Social Responsibility on Repurchase Intention with Brand Image as a Mediating Variables*. ASMTB Press.
- Srinaruewan. Preeda. 2013. *Consumer Reactions to Corporate Social Responsibility (CSR) in Thailand: The Moderating Effect of Competitive Positioning*. Victoria University. Melbourne.
- Sugiyono. 2010. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta. Bandung.
- Sya'idah, et al. 2019. *The Implementation of Digital Marketing Towards Brand Awareness*. Atlantis Press. Vol 383.
- Thuy & Minh. 2020. *The Impact of CSR on Brand Image: A Survey Amongst Gen Z Consumer's Perception Toward A Supermarket Chain in Vietnam*. Trendy V Podnikani – Business Trends. Vol 10. No 23.
- Wu & Wang. 2014. *Impact of CSR Perception on Brand Image, Brand Attitude, and Buying Willingness: A Study of Global Café*. International Journal of Marketing Studies. Vol 6. No 6.
- Yoon, et al. 2006. *The Effective of Corporate Social Responsibility (CSR) Activities on Companies with Bad Reputations*. Journal of Consumer Psychology. Vol 16.

Lampiran 1

Kuisisioner Penelitian

Kepada Yth,
Masyarakat desa Tanjungpakis, Karawang.

Dengan hormat,

Sehubungan dengan penyusunan thesis sebagai tugas akhir untuk memperoleh gelar Magister Manajemen pada Program Magister Manajemen Universitas Hasanuddin yang berjudul:

**Efek Program Corporate Social Responsibility Desa Digital Nusantara
Terhadap Brand Awareness dan Citra Perusahaan PT. XL Axiata Tbk**

kami meminta kesediaan Bapak/Ibu/Saudara untuk memberikan jawaban sesuai dengan keadaan yang sebenarnya terhadap setiap pertanyaan tanpa ada tekanan dan kekhawatiran sebagaimana kami akan menjaga dan juga merahasiakan identitas/data pribadi Bapak/Ibu/Saudara.

Demikian harapan kami, atas segala bantuan dan dukungan Bapak/Ibu/Saudara dalam meluangkan waktu untuk mengisi kuisisioner ini, kami ucapkan terima kasih. Semoga Allah SWT memberikan Rahmat dan Karunia-Nya kepada kita semua. Aamiin.

Karawang, Mei 2022

Peneliti,

Achmad Fausan Haris

IDENTITAS RESPONDEN

Nama :..... (boleh tidak diisi)

Profesi :.....

Pendidikan Terakhir :.....

Jenis kelamin :.....

Asal Dusun :.....

Petunjuk – bacalah dengan baik instruksi dan juga butir soal yang diberikan, kemudian berilah tanda \surd dalam kotak STS = sangat tidak setuju, TS = tidak setuju, N = netral, S = setuju, dan SS = sangat setuju. Mohon untuk menjawab sesuai dengan keadaan yang Bapak/Ibu/Saudara alami atau rasakan.

Corporate Social Responsibility (CSR)

No.	Pertanyaan mengenai program CSR	Jawaban				
		STS	TS	N	S	SS
1	Adanya program Desa Digital Nusantara mengurangi modal saya dalam mengakses internet.					
2	Adanya program Desa Digital Nusantara mengurangi biaya yang perlu saya keluarkan untuk meningkatkan kapasitas diri.					
3	Dengan adanya bantuan digital dari program Desa Digital Nusantara, saya lebih mudah berkomunikasi dengan orang lain.					
4	Program Desa Digital Nusantara membantu masyarakat dalam mencari/menjalankan pekerjaan atau bisnis secara online.					
5	Bantuan yang telah diberikan, dipantau secara berkala oleh XL Axiata.					
6	Perusahaan cepat tanggap ketika terdapat permasalahan yang terjadi.					
7	Program Desa Digital Nusantara meningkatkan pengetahuan saya.					
8	Program Desa Digital Nusantara mengajarkan saya keahlian yang baru.					

9	Program Desa Digital Nusantara membantu saya meningkatkan pendapatan atau mendapatkan sumber penghasilan tambahan.					
10	Program Desa Digital Nusantara membantu profesi yang sedang saya jalankan.					
11	Program Desa Digital Nusantara memudahkan profesi saya secara jarak jauh.					
12	Bantuan dari program Desa Digital Nusantara memudahkan saya untuk melakukan transaksi secara online.					

Brand Awareness

No.	Pertanyaan mengenai Brand Awareness	Jawaban				
		STS	TS	N	S	SS
1	Saya mengingat produk-produk dari PT XL Axiata jika ingin membeli kuota/internet.					
2	Saya menyarankan orang-orang membeli produk XL Axiata ketika mereka meminta saran.					
3	Saya mengetahui produk-produk yang ditawarkan oleh XL Axiata.					
4	Saya mengenali ciri-ciri dan logo perusahaan XL Axiata.					
5	Saya akan memutuskan untuk membeli produk XL Axiata ketika ingin membeli pulsa/kuota internet/nomor perdana.					
6	Saya mencari produk XL Axiata terlebih dahulu sebelum memutuskan untuk membeli produk kompetitornya					

Citra Perusahaan

No.	Pertanyaan mengenai Citra Perusahaan	Jawaban				
		STS	TS	N	S	SS
1	XL Axiata merupakan perusahaan yang memperhatikan masyarakat disekitarnya.					
2	Desa Digital Nusantara adalah bukti bahwa XL Axiata sangat memperdulikan lingkungan dan pendidikan					
3	XL Axiata merupakan perusahaan yang berkualitas.					

4	Produk-produk XL Axiata memiliki kelebihan yang tidak dimiliki oleh operator lainnya.					
5	Saya nyaman dan memilih untuk menggunakan produk-produk dari XL Axiata.					
6	Saya percaya produk-produk yang ditawarkan oleh XL Axiata					

Saran: _____

- Terima Kasih -

Lampiran 2

Pengujian Instrument Penelitian Variabel X

		Correlations												Total
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	Total
X1	Pearson Correlation	1	.116	.096	.156	.329	.156	.182	-.032	.072	.388*	.104	.212	.457*
	Sig. (2-tailed)		.542	.614	.411	.076	.411	.335	.865	.704	.034	.585	.261	.011
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.116	1	.188	.193	.119	.193	.157	.267	.043	.123	.268	.046	.436*
	Sig. (2-tailed)	.542		.320	.307	.530	.307	.408	.153	.823	.516	.152	.809	.016
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.096	.188	1	.337	.300	.337	.445*	.134	.387*	.020	.307	.181	.616**
	Sig. (2-tailed)	.614	.320		.069	.107	.069	.014	.480	.035	.918	.099	.338	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.156	.193	.337	1	.068	1.000**	.186	.396*	.063	-.046	.254	.221	.613**
	Sig. (2-tailed)	.411	.307	.069		.721	.000	.326	.030	.740	.811	.175	.240	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	.329	.119	.300	.068	1	.068	.387*	.294	.223	.148	-.015	.081	.511**
	Sig. (2-tailed)	.076	.530	.107	.721		.721	.035	.115	.235	.434	.939	.672	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	.156	.193	.337	1.000**	.068	1	.186	.396*	.063	-.046	.254	.221	.613**
	Sig. (2-tailed)	.411	.307	.069	.000	.721		.326	.030	.740	.811	.175	.240	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	.182	.157	.445*	.186	.387*	.186	1	.026	.498**	-.018	.235	.272	.585**
	Sig. (2-tailed)	.335	.408	.014	.326	.035	.326		.893	.005	.926	.211	.146	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	-.032	.267	.134	.396*	Double-click to activate	.026	1	.125	.051	.254	.103	.402*	.526**
	Sig. (2-tailed)	.865	.153	.480	.030	.115	.030		.512	.791	.138	.551	.012	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.072	.043	.387*	.063	.223	.063	.498**	1	.125	.254	.103	.402*	.526**
	Sig. (2-tailed)	.704	.823	.035	.740	.235	.740	.005	.512		.175	.587	.028	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X10	Pearson Correlation	.388*	.123	.020	-.046	.148	-.046	-.018	.051	1	-.055	.519**	.379*	
	Sig. (2-tailed)	.034	.516	.918	.811	.434	.811	.926	.791	.175		.774	.003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	
X11	Pearson Correlation	.104	.268	.307	.254	-.015	.254	.235	.277	.103	-.055	1	.111	.455*
	Sig. (2-tailed)	.585	.152	.099	.175	.939	.175	.211	.138	.587	.774		.558	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X12	Pearson Correlation	.212	.046	.181	.221	.081	.221	.272	-.113	.402*	.519**	.111	1	.503**
	Sig. (2-tailed)	.261	.809	.338	.240	.672	.240	.146	.551	.028	.003	.558		.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.457*	.436*	.616**	.613**	.511**	.613**	.585**	.454*	.526**	.379*	.455*	.503**	1
	Sig. (2-tailed)	.011	.016	.000	.000	.004	.000	.001	.012	.003	.039	.012	.005	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's	
Alpha	N of Items
.744	12

Lampiran 3

Pengujian Instrument Penelitian Y

		Correlations						
		Y1	Y2	Y3	Y4	Y5	Y6	Total
Y1	Pearson Correlation	1	.193	.151	.010	.241	.339	.609**
	Sig. (2-tailed)		.308	.427	.957	.200	.067	.000
	N	30	30	30	30	30	30	30
Y2	Pearson Correlation	.193	1	.325	.487**	.211	.164	.597**
	Sig. (2-tailed)	.308		.080	.006	.262	.387	.000
	N	30	30	30	30	30	30	30
Y3	Pearson Correlation	.151	.325	1	.391*	-.035	.507**	.655**
	Sig. (2-tailed)	.427	.080		.033	.854	.004	.000
	N	30	30	30	30	30	30	30
Y4	Pearson Correlation	.010	.487**	.391*	1	.237	.194	.575**
	Sig. (2-tailed)	.957	.006	.033		.208	.305	.001
	N	30	30	30	30	30	30	30
Y5	Pearson Correlation	.241	.211	-.035	.237	1	.053	.424*
	Sig. (2-tailed)	.200	.262	.854	.208		.781	.019
	N	30	30	30	30	30	30	30
Y6	Pearson Correlation	.339	.164	.507**	.194	.053	1	.701**
	Sig. (2-tailed)	.067	.387	.004	.305	.781		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.609**	.597**	.655**	.575**	.424*	.701**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.019	.000	
	N	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's	
Alpha	N of Items
.630	6

Lampiran 4

Pengujian Instrumen Penelitian Z

		Correlations						
		Z1	Z2	Z3	Z4	Z5	Z6	Total
Z1	Pearson Correlation	1	.116	.096	.156	.156	.182	.457*
	Sig. (2-tailed)		.542	.614	.411	.411	.335	.011
	N	30	30	30	30	30	30	30
Z2	Pearson Correlation	.116	1	.188	.193	.193	.157	.489**
	Sig. (2-tailed)	.542		.320	.307	.307	.408	.006
	N	30	30	30	30	30	30	30
Z3	Pearson Correlation	.096	.188	1	.337	.337	.445*	.658**
	Sig. (2-tailed)	.614	.320		.069	.069	.014	.000
	N	30	30	30	30	30	30	30
Z4	Pearson Correlation	.156	.193	.337	1	1.000**	.186	.766**
	Sig. (2-tailed)	.411	.307	.069		.000	.326	.000
	N	30	30	30	30	30	30	30
Z5	Pearson Correlation	.156	.193	.337	1.000**	1	.186	.766**
	Sig. (2-tailed)	.411	.307	.069	.000		.326	.000
	N	30	30	30	30	30	30	30
Z6	Pearson Correlation	.182	.157	.445*	.186	.186	1	.585**
	Sig. (2-tailed)	.335	.408	.014	.326	.326		.001
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.457*	.489**	.658**	.766**	.766**	.585**	1
	Sig. (2-tailed)	.011	.006	.000	.000	.000	.001	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.680	6

Lampiran 5

Path Analisis Substruktural I

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CSR ^b	.	Enter

a. Dependent Variable: Brand Awareness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.363 ^a	.132	.128	3.00344

a. Predictors: (Constant), CSR

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326.544	1	326.544	36.200	.000 ^b
	Residual	2155.938	239	9.021		
	Total	2482.481	240			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), CSR

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	12.243	1.656		7.394	.000
	CSR	.227	.038	.363	6.017	.000

a. Dependent Variable: Brand Awareness

Lampiran 6

Path Analisis Substruktural II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290 ^a	.084	.077	3.29945

a. Predictors: (Constant), Brand Awareness, CSR

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.282	2	119.141	10.944	.000 ^b
	Residual	2590.963	238	10.886		
	Total	2829.245	240			

a. Dependent Variable: Citra Perusahaan

b. Predictors: (Constant), Brand Awareness, CSR

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.182	2.016		7.034	.000
	CSR	.199	.044	.298	4.480	.000
	Brand Awareness	-.026	.071	-.025	-.369	.712

a. Dependent Variable: Citra Perusahaan