

The Influence of Corporate Social Responsibility on The Corporate Image of Pt Meares Soputan Mining in The Perception of The Ring 1 Batuputih Community

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Abstract. Corporate Social Responsibility (CSR) has increasingly become a strategic tool for mining companies to build and sustain positive relationships with surrounding communities. This study aims to examine the influence of CSR implementation on the corporate image of PT Meares Soputan Mining (PT MSM) as perceived by the Ring 1 Batuputih Community in Bitung City, North Sulawesi, Indonesia. A quantitative approach was employed using simple linear regression analysis with a sample of 50 respondents drawn from the Ring 1 Batuputih Community. CSR was measured using Carroll's Triple Bottom Line framework (Economy, Social, and Environment dimensions), while corporate image was assessed through four dimensions: Corporate Personality, Corporate Reputation, Corporate Values, and Corporate Identity. The results indicate that CSR has a positive and significant influence on corporate image (t-test result significant at $\alpha = 0.05$), with a coefficient of determination (R^2) of 0.805, meaning CSR accounts for 80.5% of the variation in corporate image formation. The descriptive analysis revealed that community perception of CSR implementation received a mean score of 3.94 (Good category), while corporate image received a mean score of 3.96 (Good category). Despite generally positive perceptions, areas such as skills training, community involvement in CSR program planning, and environmental transparency were identified as needing improvement. These findings confirm that effective CSR implementation is a key determinant of positive corporate image in the mining sector, particularly in communities directly affected by operational activities.

Keywords: Community Perception; Corporate Image; Corporate Social Responsibility; Mining Industry; PT Meares Soputan Mining.

1. INTRODUCE

Corporate Social Responsibility (CSR) has become an essential element in modern business practices, particularly in industries that have significant impacts on the environment and society, such as the mining industry (Kinanti et al., 2026). CSR is no longer viewed merely as an ethical obligation of a company, but rather as a strategic approach to building harmonious relationships with stakeholders and creating a positive corporate image in the eyes of the public (Mays Kariem et al., 2026). According to Carroll (1991), CSR consists of four main dimensions: economic, legal, ethical, and philanthropic responsibilities. Collectively, these dimensions emphasize that companies should not focus solely on profit generation but must also contribute to social welfare and environmental sustainability. Proper implementation of CSR is believed to enhance public trust and strengthen corporate image in a sustainable manner.

In Indonesia, the implementation of CSR has a strong legal foundation, including Law Number 40 of 2007 concerning Limited Liability Companies and Government Regulation Number 47 of 2012, which require companies, particularly those operating in the natural resources sector, to carry out social and environmental responsibilities. However, in practice,

CSR implementation does not always align with community expectations. Various social and environmental issues arising from corporate operational activities often create negative perceptions, which in turn affect the company's image among surrounding communities.

One of the companies operating in the mining sector is PT Meares Soputan Mining (PT MSM), a gold mining company located in Winuri Village, West Likupang District, North Minahasa Regency, North Sulawesi, and a wholly owned subsidiary of PT Archi Indonesia Tbk. PT MSM was established in 1986 and holds a Contract of Work extended until 2041, covering a concession area of approximately 8,969 hectares. The company's operational activities include gold exploration, development, and production through three open-pit mines: Toka Tindung, Marawuwung, and Araren, supported by large-scale processing facilities. In conducting its operations, PT MSM has expressed its commitment to sustainable mining practices by implementing occupational health and safety standards, environmental management systems, and collaboration with several local contractors.

The presence of PT MSM has had a significant impact on communities surrounding its operational areas, particularly the Ring 1 communities, including the residents of Batuputih Village, Ranowulu District, Bitung City. The positive impacts include employment opportunities for local residents, both as company employees and contractors, as well as skill development programs through apprenticeship activities. In addition, PT MSM has implemented various CSR programs covering education (scholarships and educational equivalency programs), health (maternal and child health services), community economic empowerment (corn and fish farming, MSME development, and apprenticeship programs), social and cultural support (traditional activities and social assistance), environmental initiatives (forest conservation), and infrastructure development.

However, despite the various CSR programs that have been implemented, the mining activities of PT Meares Soputan Mining still have the potential to cause negative impacts on the environment and the social life of communities surrounding the operational area. One incident that attracted public attention and caused concern among residents was the flooding that occurred in April 2024, allegedly related to the company's mining activities. The flooding disrupted the main access road used by residents for daily activities, directly affecting community mobility and hindering economic activities such as trade, fishing, and other daily occupations. As a result, the local economy of Batuputih experienced temporary paralysis, leading to complaints from affected residents.

This incident was not merely viewed as an environmental issue but also influenced community perceptions regarding the company's social responsibility. Although PT MSM has implemented various CSR programs in the fields of education, health, economic empowerment, and environmental management, the flooding incident created a perception that the negative impacts of the company's operations were still being directly felt by the community. This indicates that the success of CSR is not only measured by the number and variety of programs implemented but also by the company's ability to minimize environmental impacts and respond to emerging issues quickly, transparently, and in favor of community interests. If environmental problems such as this are not handled optimally, they may potentially reduce the company's image and diminish public trust in its CSR commitments.

In addition to environmental issues, the dynamics of the relationship between PT MSM and the Batuputih community have also been marked by social conflict related to employment issues. During the author's internship, a demonstration occurred in which Batuputih residents blocked the main road leading to PT MSM's operational area. The protest was triggered by the unilateral cancellation of a local job applicant by one of the contractor companies collaborating with PT MSM. The applicant had previously undergone the induction process, received an identification card (ID Card), and been provided with a work uniform, yet was ultimately dismissed without clear explanation. This incident caused disappointment among residents, as it was perceived as reflecting a lack of fairness and commitment to local workforce empowerment.

These events indicate a gap between the expectations of the Ring 1 Batuputih community regarding the company's social responsibility implementation and the reality experienced in the field. Although PT Meares Soputan Mining has implemented relatively comprehensive CSR programs, the environmental incident and social conflicts have the potential to influence community perceptions of the company's image.

Based on this background, the researcher is interested in conducting a study entitled: **“THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON THE CORPORATE IMAGE OF PT MEARES SOPUTAN MINING IN THE PERCEPTION OF THE RING 1 BATUPUTIH COMMUNITY”**.

2. LITERATURE REVIEW

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a concept that emphasizes a company's responsibility not only in achieving economic profits but also in addressing social and environmental aspects (Alifiah et al., 026). CSR emerged as a form of corporate commitment

to contribute to sustainable development through ethical behavior and active participation in improving the quality of life of society (Abednego et al., 2026). According to Carroll (1991), Corporate Social Responsibility is a corporate responsibility that encompasses four main dimensions: economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility. Companies are not only required to generate profits but also to comply with the law, act ethically, and contribute socially to the community. Meanwhile, the World Business Council for Sustainable Development (WBCSD) defines CSR as the continuing commitment of businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families, local communities, and society at large (Anggun et al., 2026).

Corporate Image

Corporate image refers to the perception or impression formed in the minds of the public regarding a company as a result of experiences, information, and interactions that occur between the company and its stakeholders (Moh. Rivqi et al., 2025). Corporate image is not formed instantly; rather, it develops through continuous communication processes, corporate behavior, and public evaluations of the company's activities. According to Kotler and Keller (2016), corporate image is a set of beliefs, ideas, and impressions that a person holds about an organization or company. This image influences how the public evaluates and responds to the company, whether in the form of trust, loyalty, or positive attitudes toward its products and activities. Dowling (2001) argues that corporate image is the result of public evaluation of a company's identity based on information obtained from various sources, including direct experience, media exposure, and corporate communication. This image reflects how the company is perceived by stakeholders within social and business contexts.

3. METHOD

This study employed a quantitative causal (*explanatory research*) approach to examine the effect of *Corporate Social Responsibility* (CSR) implementation on corporate image. The research was conducted in Batuputih Village, Ranowulu District, Bitung City, North Sulawesi Province, from February to June 2026. The population consisted of all residents living in the Ring 1 area surrounding the operational area of PT Meares Soputan Mining (PT MSM), while the sample comprised 50 respondents selected using a *purposive sampling* technique based on predetermined criteria. The research instrument was a structured questionnaire using a Likert scale to measure perceptions of CSR implementation and corporate image. Data were collected through questionnaire distribution.

Data analysis was carried out using SPSS version 31, including descriptive analysis, validity and reliability testing, classical assumption tests (normality and heteroscedasticity), simple linear regression analysis, hypothesis testing (t-test), and the coefficient of determination (R^2) to determine the magnitude of the effect of CSR implementation on corporate image.

4. RESULT AND DISCUSSION

Results of Validity Test

Corporate Social Responsibility (X)

Tabel 1. Validity Test Result of Corporate Social Responsibility.

Item	Rcount	Rtable	Description
X1	0.416	0.279	VALID
X2	0.634	0.279	VALID
X3	0.684	0.279	VALID
X4	0.762	0.279	VALID
X5	0.629	0.279	VALID
X6	0.469	0.279	VALID
X7	0.593	0.279	VALID
X8	0.594	0.279	VALID
X9	0.351	0.279	VALID
X10	0.590	0.279	VALID
X11	0.697	0.279	VALID
X12	0.707	0.279	VALID
X13	0.596	0.279	VALID
X14	0.635	0.279	VALID
X15	0.520	0.279	VALID
X16	0.735	0.279	VALID
X17	0.760	0.279	VALID
X18	0.456	0.279	VALID

(Source: Primary Data, 2026).

Corporate Image (Y)

Tabel 3. Validity Test Result of Corporate Image.

Item	Rcount	Rtable	Description
Y1	0.798	0.279	VALID
Y2	0.662	0.279	VALID
Y3	0.859	0.279	VALID
Y4	0.715	0.279	VALID
Y5	0.607	0.279	VALID
Y6	0.673	0.279	VALID
Y7	0.659	0.279	VALID
Y8	0.667	0.279	VALID
Y9	0.809	0.279	VALID
Y10	0.322	0.279	VALID
Y11	0.803	0.279	VALID
Y12	0.648	0.279	VALID
Y13	0.501	0.279	VALID
Y14	0.537	0.279	VALID

(Source: Primary Data, 2026).

Reliability Test Result

Tabel 4. Reliability Test Result.

Variable	Cronbach's Alpha	Description
Corporate Social Responsibility (X)	0.894	Reliable
Corporate Image (Y)	0.898	Reliable

(Source: Primary Data, 2026).

a. Corporate Social Responsibility (CSR) Variable (X)

Based on the table 3, the CSR variable obtained a Cronbach's Alpha value of 0.894. Since this value is greater than 0.60, the CSR variable is declared Reliable. This means that all question items used to measure CSR are consistent and will produce stable results if the questionnaire is used repeatedly.

b. Corporate Image Variable (Y)

Based on the table 3, the Corporate Image variable obtained a Cronbach's Alpha value of 0.898. Since this value is also greater than 0.60, the Corporate Image variable is declared Reliable. This indicates that all question items used to measure Corporate Image are consistent and trustworthy as a measurement tool.

Classical Assumption Tests

Normality Test

Tabel 5. Kolmogorov-Smirnov Test.

One-Sample Kolmogorov-Smirnov Test			
	N		Unstandardized Residual 50
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.70229779
Most Extreme Differences	Absolute		.102
	Positive		.102
	Negative		-.074
Test Statistic			.102
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.216
	99% Confidence Interval	Lower Bound	.206
		Upper Bound	.227

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

(Source: Primary Data, 2026)

Based on the table 5 above, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. This means the data in this study is normally distributed. In simple terms, the responses collected from the 50 respondents of the Ring 1 Batuputih Community are well-balanced and do not show any unusual or extreme patterns. Because the data passes the

normality test, it is confirmed that the data is in good condition and ready to be used for the next steps of analysis.

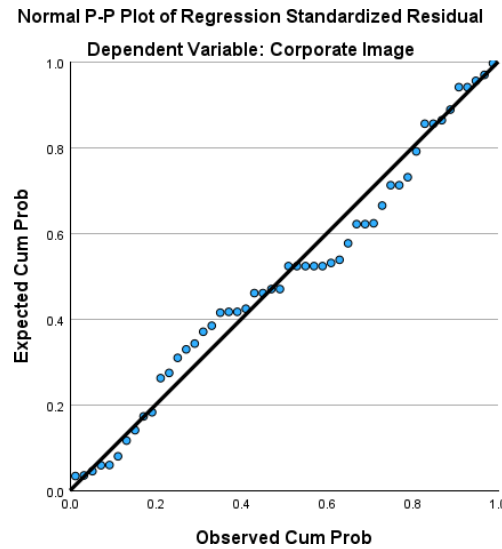


Figure 1. P-P Plot Regression Standard Residual.

(Source: Primary Data, 2026).

The normality of the data can also be confirmed visually through the Normal P-P Plot of Regression Standardized Residual graph shown above. The P-P Plot is a simple visual tool used to check whether the data in a study follows a normal distribution. If the data points follow or stay close to the diagonal line, it means the data is normally distributed. On the other hand, if the data points are scattered far away from the line, it means the data is not normally distributed. Based on the figure 1 above, it can be seen that the data points are spread closely and consistently along the diagonal line from the bottom left to the top right. There are no data points that deviate too far from the line. This indicates that the residual data in this study is normally distributed. This visual result is consistent with the Kolmogorov-Smirnov test result obtained earlier, which also showed that the data is normally distributed with an Asymp. Sig. value of 0.200, which is greater than 0.05.

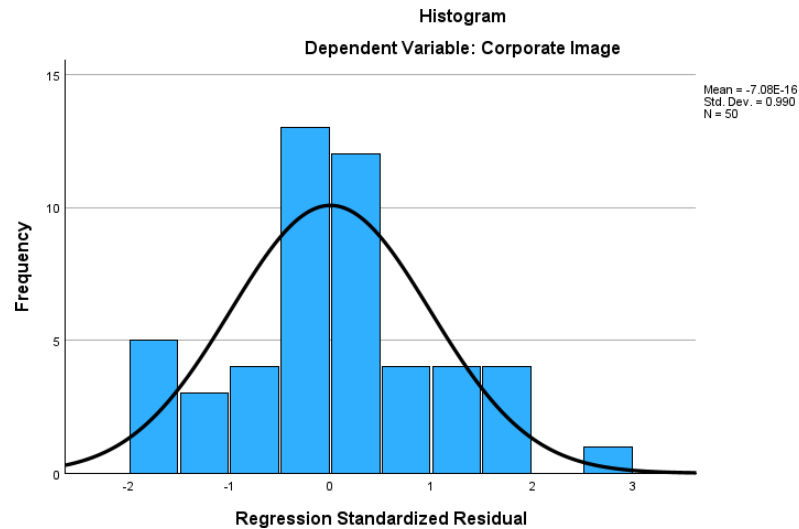


Figure 2. Histogram.

(Source: Primary Data, 2026).

The normality of the data can also be seen through the Histogram graph above. A histogram is a bar chart that shows how the data is spread. If the bars form a shape that looks like a bell tall in the middle and going down on both sides it means the data is normally distributed. Based on the histogram above, the bars follow a bell-shaped pattern, which means the data is normally distributed. This result is consistent with the Kolmogorov-Smirnov test and the Normal P-P Plot results, which also confirmed that the data is normally distributed. Therefore, the normality assumption in this study is fulfilled.

Heteroskedasticity Test

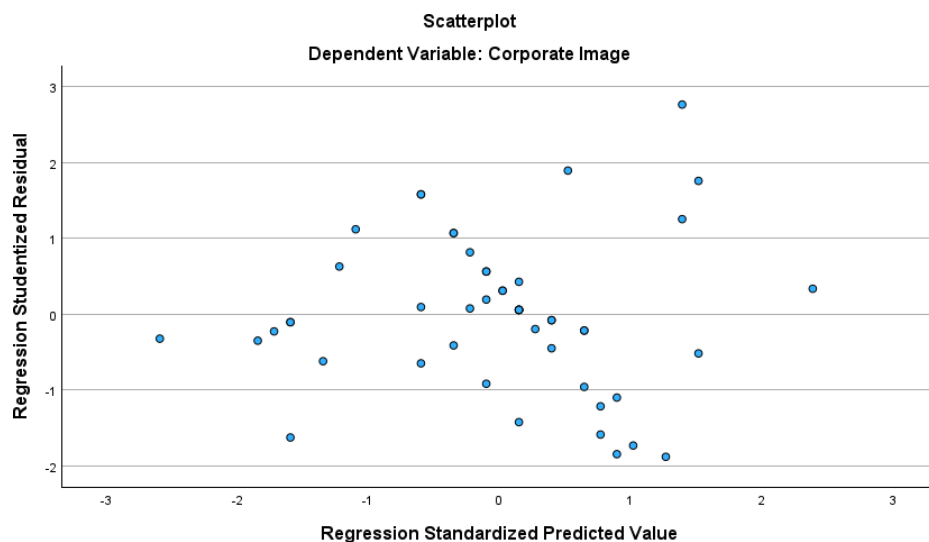


Figure 3. Heteroskedasticity Test.

(Source: Primary Data, 2026).

Based on the Scatterplot graph above, the data points are spread randomly in all directions and do not form any specific pattern. The dots are scattered both above and below the number 0 on the vertical axis, and there is no visible pattern or trend in the way the dots are distributed. This means that the data in this study is free from heteroscedasticity. Therefore, the heteroscedasticity assumption is fulfilled and the data is in good condition for further analysis.

Simple Linear Regression Result

Table 6. Simple Linear Regression Result.

		Coefficients ^a			
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	6.629	3.459	1.916	.061
	CORPORATE SOCIAL RESPONSIBILITY	.683	.049	14.077	<.001
a. Dependent Variable: CORPORATE IMAGE					

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(Source: Primary Data, 2026).

Based on the table 6 above, the regression equation for this study is:

$$Y = 6.629 + 0.683X + e \quad (i)$$

This equation can be explained as follows:

- Constant (a) = 6.629 The constant value of 6.629 means that if CSR (X) has a value of zero or no CSR activities are carried out at all, the Corporate Image (Y) would still have a value of 6.629. This shows that there is a small base level of corporate image that exists even without CSR activities.
- Regression Coefficient (b) = 0.683 The regression coefficient value of 0.683 means that every time CSR increases by 1 unit, the Corporate Image will also increase by 0.683. This shows that CSR has a positive influence on Corporate Image. In simple terms, the better the CSR programs carried out by PT Meares Soputan Mining, the better the corporate image perceived by the Ring 1 Batuputih Community.

Hypothesis Test (t Test)

Tabel 7. t Test Result.

		Coefficients ^a			
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	6.629	3.459	1.916	.061
	CORPORATE SOCIAL RESPONSIBILITY	.683	.049	14.077	<.001
a. Dependent Variable: CORPORATE IMAGE					

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(Source: Primary Data, 2026).

Based on the table 6 above, the CSR variable obtained a t-count value of 14.077, which is much greater than the t-table value of 2.011 ($14.077 > 2.011$). The Sig. value is <0.001 ,

which is far less than 0.05. Therefore, H_0 is rejected and H_1 is accepted. This means that Corporate Social Responsibility (CSR) has a positive and significant influence on the Corporate Image of PT Meares Soputan Mining. In simple terms, the better the CSR programs carried out by PT Meares Soputan Mining, the more positive the corporate image perceived by the Ring 1 Batuputih Community.

Coefficient of Determination (R^2)

Tabel 8. Coefficient of Determination (R^2) Result.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.801	2.730
a. Predictors: (Constant), CORPORATE SOCIAL RESPONSIBILITY				

(Source: Primary Data, 2026)

Based on the Model Summary table above, the R value is 0.897, which shows that there is a very strong relationship between CSR and Corporate Image. The R Square value is 0.805, which means that 80.5% of the changes in Corporate Image can be explained by CSR. The remaining 19.5% is influenced by other factors that are not examined in this study.

The Adjusted R Square value of 0.801 also supports this finding, confirming that CSR has a very strong and significant influence on the Corporate Image of PT Meares Soputan Mining in the perception of the Ring 1 Batuputih Community. In conclusion, CSR contributes 80.5% to the formation of Corporate Image, which means that the better the CSR programs carried out by PT Meares Soputan Mining, the better the corporate image perceived by the surrounding community.

5. DISCUSSION

The Effect of Corporate Social Responsibility (CSR) on Corporate Image

CSR Programs Implemented by PT MSM in Ring 1 Batuputih

To better understand the context of this study, it is important to first look at the actual CSR programs carried out by PT MSM in the Ring 1 Batuputih area. PT MSM has implemented a wide range of CSR programs covering seven key areas. In the field of education, PT MSM provides national scholarships for underprivileged and high-achieving students, as well as an international scholarship program that allows outstanding students to pursue higher education in China. In the field of health, the company supports Posyandu activities in Batuputih Bawah to improve maternal and child health services. For income and economic empowerment, PT MSM runs programs such as corn and corporate farming in collaboration with the Ministry of Agriculture, freshwater fisheries development, and skills apprenticeship and certification for local workers. In the area of social and cultural development, the company supports small and

medium enterprises (SMEs) in the food and snack sector and provides assistance for local mechanical workshop businesses. For environmental programs, PT MSM conducts a Clean Road biodiversity conservation program and the Macaca Nigra Conservation program to protect the endangered yaki primate, which is endemic to North Sulawesi. Finally, in the area of community and social institutions, PT MSM runs stakeholder engagement programs and strengthens the Community Communication Forum (FKKM) to foster transparent and inclusive relations between the company and the community. These programs demonstrate that PT MSM has made a real and consistent commitment to the welfare of the 1 Ring Batuputih Community, which provides strong support for the quantitative findings of this study.

Quantitative Findings

The descriptive analysis results showed that the CSR variable obtained a mean score of 70.80, indicating that the Ring 1 Batuputih Community generally perceives the CSR programs carried out by PT MSM positively. Similarly, the Corporate Image variable obtained a mean score of 55.02, showing that the community holds a moderately positive view of the company's image. These results are consistent with the actual CSR programs described above, confirming that the community is aware of and appreciates the company's efforts.

The simple linear regression analysis produced the equation $Y = 6.629 + 0.683X$, which shows that every increase of 1 unit in CSR will result in an increase of 0.683 units in Corporate Image. This confirms that CSR has a positive influence on Corporate Image. The hypothesis test (t-test) further confirmed this, with a t-count value of 14.077, which is far greater than the t-table value of 2.011, and a Sig. value of less than 0.001. This means H_0 is rejected and H_1 is accepted. Furthermore, the Coefficient of Determination (R^2) showed that CSR contributes 80.5% to the formation of Corporate Image, while the remaining 19.5% is influenced by other factors outside of this study.

Comparison with Previous Research

The findings of this study are strongly supported by several previous studies. Demeke and Ravi (2024) found that CSR activities including economic, ethical, legal, and philanthropic responsibilities have a substantial and direct positive effect on corporate image in the food and beverage industry in Ethiopia. Similarly, Kosmala (2025) confirmed that CSR has a positive impact on company image, although its effectiveness depends on the credibility and transparency of the programs. This is relevant to the case of PT MSM, whose diverse and

transparent CSR programs across multiple sectors appear to have contributed to a credible and positive image in the eyes of the Ring 1 Batuputih Community.

In the Indonesian mining context, Muhammad et al. (2024) found that community perceptions toward CSR programs in mining areas were moderately positive, which aligns with the mean score of 55.02 for Corporate Image found in this study. The study by Hamzah (2022) on PT Sorik Marapi Geothermal Power also found that CSR has a significant effect on corporate image, although with an R^2 value of only 42.0%, which is considerably lower than the 80.5% found in this study. This difference suggests that the more comprehensive and community-focused CSR approach of PT MSM has resulted in a stronger influence on corporate image compared to other companies in similar sectors.

Furthermore, Sari and Mansyur (2022) found that CSR had a positive and significant effect on corporate image in PT Mitrabara Adiperdana Tbk with 50 respondents, which is identical to the sample size used in this study. Putra and Yulianto (2022) also found a very strong influence between CSR programs and corporate image of PT Putra Bintang Sembada, while Zamzah et al. (2024) confirmed that CSR significantly improves both community welfare and corporate image in a nickel mining company in Southeast Sulawesi. These findings are all consistent with the results of this study.

However, not all previous studies reported purely positive findings. Selo and Ngole-Jeme (2022) found that 93.6% of community members in Limpopo, South Africa held negative perceptions about the mine, largely due to poor CSR implementation and lack of community involvement. This contrasting finding highlights the importance of genuine and well-targeted CSR programs, and further reinforces why PT MSM's structured and multi-sectoral CSR approach has resulted in a more positive community perception. Similarly, Lestari (2021) found that CSR in a coal mining company in South Sumatra was perceived mainly as charity rather than empowerment, resulting in a weaker contribution to corporate image. This further supports the argument that PT MSM's empowerment-focused CSR programs such as skills certification, farming development, and SME support are key factors in achieving the strong 80.5% contribution to corporate image found in this study.

Overall, the results of this study confirm that Corporate Social Responsibility (CSR) plays a significant and dominant role in shaping the Corporate Image of PT Meares Soputan Mining in the perception of the Ring 1 Batuputih Community. The real CSR programs implemented by PT MSM across seven key areas provide strong evidence that the quantitative findings of this study reflect genuine community experiences and perceptions, rather than mere data. These findings are consistently supported by previous research from various contexts,

both in Indonesia and internationally, all of which confirm that well-implemented and authentic CSR programs are a powerful tool in building a positive corporate image.

Community Perception of CSR (Variable X)

Table 8. Community Perception of CSR (X).

ITEM	SD (1)		D (2)		N (3)		A (4)		SA (5)		MEAN
	F	%	F	%	F	%	F	%	F	%	
DIMENSION 1 — ECONOMY (Profit)											
X1	0	0,0	0	0,0	0	0,0	33	66,0	17	34,0	4,34
X2	0	0,0	5	10,0	0	0,0	31	62,0	14	28,0	4,08
X3	0	0,0	1	2,0	4	8,0	37	74,0	8	16,0	4,04
X4	1	2,0	6	12,0	1	2,0	33	66,0	9	18,0	3,86
X5	0	0,0	7	14,0	1	2,0	35	70,0	7	14,0	3,84
Average Score of the Economy (Profit) Indicator											4,03
DIMENSION 2 — SOCIAL (People)											
X6	0	0,0	0	0,0	1	2,0	39	78,0	10	20,0	4,18
X7	0	0,0	1	2,0	2	4,0	36	72,0	11	22,0	4,14
X8	0	0,0	0	0,0	3	6,0	43	86,0	4	8,0	4,02
X9	0	0,0	5	10,0	4	8,0	36	72,0	5	10,0	3,82
X10	0	0,0	12	24,0	5	10,0	28	56,0	5	10,0	3,52
X11	0	0,0	11	22,0	2	4,0	33	66,0	4	8,0	3,60
X12	0	0,0	4	8,0	3	6,0	38	76,0	5	10,0	3,88
Average Score of the Social (People) Indicator											3,88
DIMENSION 3 — ENVIRONMENT (Planet)											
X13	1	2,0	3	6,0	2	4,0	38	76,0	6	12,0	3,90
X14	2	4,0	5	10,0	2	4,0	37	74,0	4	8,0	3,72
X15	0	0,0	2	4,0	0	0,0	35	70,0	13	26,0	4,18
X16	1	2,0	5	10,0	2	4,0	32	64,0	10	20,0	3,90
X17	0	0,0	10	20,0	2	4,0	32	64,0	6	12,0	3,68
X18	0	0,0	0	0,0	3	6,0	39	78,0	8	16,0	4,10
Average Score of the Environment (Planet) Indicator											3,91
Average Score of Corporate Social Responsibility (CSR)											3,94

To further understand how the community perceives each dimension of CSR, the distribution of respondents' answers for each item of Variable X is discussed below.

Dimension 1 Economy (Profit)

Item X1 obtained a mean score of 4.34, categorized as Very Good. The majority of respondents answered Agree (66.0%) and Strongly Agree (34.0%), with no respondents providing a negative response, indicating that the Ring 1 Batuputih community strongly acknowledges that PT MSM has created employment opportunities for residents in the surrounding area.

Item X2 obtained a mean score of 4.08, categorized as Good. The majority of respondents answered Agree (62.0%) and Strongly Agree (28.0%), while 10.0% answered Disagree, indicating that the community generally perceives an improvement in economic conditions since PT MSM began operations, although a small portion has yet to feel this impact.

Item X3 obtained a mean score of 4.04, categorized as Good. Respondents who answered Agree accounted for 74.0% and Strongly Agree for 16.0%, with only 2.0% answering Disagree, indicating that PT MSM's contribution to road construction and repair is well recognized by the community.

Item X4 obtained a mean score of 3.86, categorized as Good. While 66.0% of respondents answered Agree and 18.0% answered Strongly Agree, 12.0% answered Disagree and 2.0% answered Strongly Disagree, suggesting that the benefits of public facility programs have not been felt equally by all community members.

Item X5 obtained a mean score of 3.84, categorized as Good. A total of 70.0% of respondents answered Agree and 14.0% answered Strongly Agree. However, 14.0% answered Disagree, reflecting that while most community members view PT MSM's presence positively overall, a small portion still feels that the disadvantages outweigh the benefits.

The average score of the Economy (Profit) Dimension was **4.03**, which falls under the **Good** category.

Dimension 2 Social (People)

Item X6 obtained a mean score of 4.18, categorized as Good. A total of 78.0% of respondents answered Agree and 20.0% answered Strongly Agree, with only 2.0% answering Neutral, indicating that the community considers the wages received by local workers at PT MSM to be fair and adequate.

Item X7 obtained a mean score of 4.14, categorized as Good. A total of 72.0% of respondents answered Agree and 22.0% answered Strongly Agree, reflecting that the community acknowledges PT MSM's commitment to maintaining the safety and health of local workers.

Item X8 obtained a mean score of 4.02, categorized as Good. A total of 86.0% of respondents answered Agree and 8.0% answered Strongly Agree, showing that PT MSM's scholarship and educational assistance programs are well recognized and appreciated by the community.

Item X9 obtained a mean score of 3.82, categorized as Good. While 72.0% of respondents answered Agree, 10.0% answered Disagree, suggesting that the reach of PT MSM's small business development programs still needs to be expanded.

Item X10 obtained a mean score of 3.52, categorized as Good, but represents the lowest score in this dimension. A total of 56.0% of respondents answered Agree, while 24.0% answered Disagree, indicating that skills training programs have not been felt equally across the community and require further improvement.

Item X11 obtained a mean score of 3.60, categorized as Good. While 66.0% of respondents answered Agree, 22.0% answered Disagree, suggesting that community involvement in the planning of CSR programs still needs to be improved to better align with the actual needs of local residents.

Item X12 obtained a mean score of 3.88, categorized as Good. A total of 76.0% of respondents answered Agree and 10.0% answered Strongly Agree, showing that the community generally views PT MSM's responsiveness to resident complaints as satisfactory.

The average score of the Social (People) Dimension was **3.88**, which falls under the **Good** category.

Dimension 3 Environment (Planet)

Item X13 obtained a mean score of 3.90, categorized as Good. A total of 76.0% of respondents answered Agree and 12.0% answered Strongly Agree, although 6.0% answered Disagree and 2.0% answered Strongly Disagree, indicating that while most residents do not feel disturbed by noise and vibrations from mining activities, the impact is still perceived by a small portion of the community.

Item X14 obtained a mean score of 3.72, categorized as Good, but represents the lowest score in this dimension. A total of 74.0% of respondents answered Agree, while 10.0% answered Disagree and 4.0% answered Strongly Disagree, indicating that concerns about the contamination of water sources remain among a portion of the community.

Item X15 obtained a mean score of 4.18, categorized as Good, and represents the highest score in this dimension. A total of 70.0% of respondents answered Agree and 26.0% answered Strongly Agree, showing that PT MSM's tree-planting and land re-greening program receives strong appreciation from the community.

Item X16 obtained a mean score of 3.90, categorized as Good. A total of 64.0% of respondents answered Agree and 20.0% answered Strongly Agree, while 10.0% answered Disagree, indicating that not all residents are fully convinced that PT MSM's forest and wildlife conservation efforts are running optimally.

Item X17 obtained a mean score of 3.68, categorized as Good. A total of 64.0% of respondents answered Agree, while 20.0% answered Disagree, indicating that the transparency of environmental impact information provided by PT MSM still needs improvement.

Item X18 obtained a mean score of 4.10, categorized as Good. A total of 78.0% of respondents answered Agree and 16.0% answered Strongly Agree, showing that the community generally trusts PT MSM's commitment to providing fair compensation should mining activities cause harm.

The average score of the Environment (Planet) Dimension was **3.91**, which falls under the **Good** category.

Overall, the average score of Variable X (Corporate Social Responsibility) was 3.94, categorized as Good, indicating that the Ring 1 Batuputih community perceives PT MSM's CSR implementation positively across all three dimensions. The Economy (Profit) dimension obtained the highest score (4.03), followed by the Environment (Planet) dimension (3.91), and the Social (People) dimension (3.88). Nevertheless, items related to skills training (X10), community involvement in program planning (X11), and environmental information transparency (X17) yielded relatively lower scores, indicating areas that require further attention from the company.

Community Perception of Corporate Image (Variabel Y)

Table 9. Community Perception of Corporate Image (Y)

ITEM	SD (1)		D (2)		N (3)		A (4)		SA (5)		MEAN
	F	%	F	%	F	%	F	%	F	%	
DIMENSION 1 — CORPORATE PERSONALITY											
Y1	0	0,0	9	18,0	4	8,0	33	66,0	4	8,0	3,64
Y2	0	0,0	1	2,0	2	4,0	41	82,0	6	12,0	4,04
Y3	0	0,0	5	10,0	3	6,0	35	70,0	7	14,0	3,88
Y4	1	2,0	2	4,0	2	4,0	38	76,0	7	14,0	3,96
Average Score of the Corporate Personality Indicator											3,88
DIMENSION 2 — CORPORATE REPUTATION											
Y5	0	0,0	0	0,0	1	2,0	44	88,0	5	10,0	4,08
Y6	0	0,0	3	6,0	2	4,0	38	76,0	7	14,0	3,98
Y7	0	0,0	15	30,0	3	6,0	29	58,0	3	6,0	3,40
Y8	0	0,0	1	2,0	3	6,0	41	82,0	5	10,0	4,00
Average Score of the Corporate Reputation Indicator											3,87
DIMENSION 3 — CORPORATE VALUES											
Y9	1	2,0	5	10,0	0	0,0	39	78,0	5	10,0	3,84
Y10	0	0,0	0	0,0	1	2,0	44	88,0	5	10,0	4,08
Y11	0	0,0	7	14,0	2	4,0	36	72,0	5	10,0	3,78
Y12	0	0,0	0	0,0	2	4,0	42	84,0	6	12,0	4,08
Average Score of the Corporate Values Indicator											3,95
DIMENSION 4 — CORPORATE IDENTITY											
Y13	0	0,0	0	0,0	0	0,0	38	76,0	12	24,0	4,24
Y14	0	0,0	3	6,0	3	6,0	34	68,0	10	20,0	4,02
Average Score of the Corporate Identity Indicator											4,13
Average Score of Corporate Image											3,96

Similarly, the distribution of respondents' answers for each item of Variable Y provides a more detailed understanding of how the community perceives PT MSM's corporate image across all four dimensions.

Dimension 1 Corporate Personality

Item Y1 obtained a mean score of 3.64, categorized as Good. A total of 66.0% of respondents answered Agree and 8.0% answered Strongly Agree, however 18.0% answered Disagree and 8.0% answered Neutral, indicating that PT MSM's genuine care for the needs and welfare of surrounding residents has not yet been fully felt by all community members.

Item Y2 obtained a mean score of 4.04, categorized as Good. A total of 82.0% of respondents answered Agree and 12.0% answered Strongly Agree, showing that PT MSM's representatives are widely perceived as friendly and open when residents wish to submit complaints or questions.

Item Y3 obtained a mean score of 3.88, categorized as Good. A total of 70.0% of respondents answered Agree and 14.0% answered Strongly Agree, while 10.0% answered Disagree, indicating that the majority of the community views PT MSM as sufficiently committed to keeping its promises and fulfilling its commitments to residents.

Item Y4 obtained a mean score of 3.96, categorized as Good. A total of 76.0% of respondents answered Agree and 14.0% answered Strongly Agree, although 4.0% answered Disagree and 2.0% answered Strongly Disagree, reflecting that the community generally believes PT MSM is capable of managing its mining operations well without causing major problems for residents.

The average score of the Corporate Personality Dimension was **3.88**, which falls under the **Good** category.

Dimension 2 Corporate Reputation

Item Y5 obtained a mean score of 4.08, categorized as Good, and represents the highest score in this dimension. A total of 88.0% of respondents answered Agree and 10.0% answered Strongly Agree, indicating that PT MSM is widely recognized as having maintained a good relationship with the surrounding community throughout its operations.

Item Y6 obtained a mean score of 3.98, categorized as Good. A total of 76.0% of respondents answered Agree and 14.0% answered Strongly Agree, while 6.0% answered Disagree, reflecting that the community generally perceives PT MSM as fairly resolving problems that arise between the company and residents.

Item Y7 obtained a mean score of 3.40, categorized as Moderate, and represents the lowest score across all items in Variable Y. A total of 58.0% of respondents answered Agree, while 30.0% answered Disagree and 6.0% answered Neutral, indicating that a generally positive public view of PT MSM is not yet widely shared and requires serious attention from the company.

Item Y8 obtained a mean score of 4.00, categorized as Good. A total of 82.0% of respondents answered Agree and 10.0% answered Strongly Agree, showing that the presence of PT MSM makes the majority of residents feel proud, as the company is perceived to have brought progress to the area.

The average score of the Corporate Reputation Dimension was **3.87**, which falls under the **Good** category.

Dimension 3 Corporate Values

Item Y9 obtained a mean score of 3.84, categorized as Good. A total of 78.0% of respondents answered Agree and 10.0% answered Strongly Agree, while 10.0% answered Disagree and 2.0% answered Strongly Disagree, indicating that the majority of the community views PT MSM as running its business honestly, though a portion still has reservations.

Item Y10 obtained a mean score of 4.08, categorized as Good. A total of 88.0% of respondents answered Agree and 10.0% answered Strongly Agree, reflecting that the community trusts PT MSM's willingness to take responsibility and concrete action if mining activities cause harm to residents or the environment.

Item Y11 obtained a mean score of 3.78, categorized as Good. A total of 72.0% of respondents answered Agree and 10.0% answered Strongly Agree, while 14.0% answered Disagree, indicating that PT MSM's genuine care for environmental preservation is not yet fully believed by all members of the community.

Item Y12 obtained a mean score of 4.08, categorized as Good. A total of 84.0% of respondents answered Agree and 12.0% answered Strongly Agree, showing that the community views PT MSM as respectful and supportive of the cultural values and local wisdom of the surrounding community.

The average score of the Corporate Values Dimension was **3.95**, which falls under the **Good** category.

Dimension 4 Corporate Identity

Item Y13 obtained a mean score of 4.24, categorized as Very Good, and represents the highest score across all items in Variable Y. A total of 76.0% of respondents answered Agree and 24.0% answered Strongly Agree, with no respondents providing a negative answer, demonstrating that PT MSM is well known by all residents living near the mine.

Item Y14 obtained a mean score of 4.02, categorized as Good. A total of 68.0% of respondents answered Agree and 20.0% answered Strongly Agree, while 6.0% answered Disagree and 6.0% answered Neutral, indicating that the majority of residents are already aware of the programs and activities carried out by PT MSM for the surrounding community.

The average score of the Corporate Identity Dimension was **4.13**, which falls under the **Good** category.

Overall, the average score of Variable Y (Corporate Image) was 3.96, categorized as Good, indicating that the Ring 1 Batuputih community generally holds a positive perception of

PT MSM's corporate image. The Corporate Identity dimension obtained the highest score (4.13), followed by the Corporate Values dimension (3.95), the Corporate Personality dimension (3.88), and the Corporate Reputation dimension (3.87). It is notable that item Y7 obtained the lowest score of 3.40, categorized as Moderate, indicating that a broadly positive public view of PT MSM has not yet been established across the entire community and remains an area requiring improvement.

6. CONCLUSION

Based on the findings of this study, it can be concluded that Corporate Social Responsibility (CSR) has a positive and significant influence on the Corporate Image of PT Meares Soputan Mining in the perception of the Ring 1 Batuputih Community. The better the CSR programs implemented by the company, the more positive the community's perception of the company's image. In addition, CSR contributes 80.5% to the formation of Corporate Image, indicating that CSR is the primary factor shaping how the Ring 1 Batuputih Community perceives PT Meares Soputan Mining.

Furthermore, the hypothesis of this study is accepted, confirming that Corporate Social Responsibility (CSR) significantly influences the Corporate Image of PT Meares Soputan Mining in the perception of the Ring 1 Batuputih Community.

7. SUGGESTIONS

Based on the statistical findings and the descriptive results discussed above, and drawing on concepts learned throughout the author's Business Management studies (including stakeholder management, corporate communication, and strategic CSR), the following suggestions are proposed for PT Meares Soputan Mining to strengthen its CSR implementation and corporate image among the Ring 1 Batuputih Community.

1. Strengthen Skills Training and Ensure Equitable Distribution

Item X10 (skills training programs) obtained the lowest mean score in the CSR variable at 3.52, with 24.0% of respondents disagreeing. This confirms it's the weakest point in the CSR results right now, so it needs quick attention. PT MSM should offer skills training and certification programs more often and to more people, so the opportunities reach more households in Batuputih instead of going to the same small group each time. The company should also use clear, fair rules for choosing who joins the training, and explain these rules openly to the community — this will help reduce the feeling that some people are being left out.

2. Involve the Community in CSR Planning (Participatory CSR)

Item X11 (community involvement in CSR planning) scored 3.60, with 22.0% disagreeing. This means the community isn't involved enough when CSR programs are being

planned. To fix this, PT MSM could set up a joint planning meeting with community representatives, local government, and the company before each new CSR cycle starts. This way, programs are planned together with the community, not just decided by the company alone. This should make the programs fit the community's real needs better, help residents feel more ownership over them, and in turn strengthen the company's public image.

3. Improve Environmental Transparency and Communication

Item X17 (transparency of environmental impact information) scored 3.68 and Item X14 (concerns over water source contamination) scored 3.72, both below the CSR variable average of 3.94. PT MSM should set up a regular and easy-to-access way to share environmental information with the community — for example, public meetings, community newsletters, or an information post in the village. This would let residents check things like water quality and noise levels on their own, instead of relying only on the company's word. It's better for PT MSM to share this information openly and regularly, rather than only responding after a problem happens (like the April 2024 flooding). Being proactive like this helps rebuild trust and keeps small incidents from unfairly damaging the company's overall image.

4. Address the Gap Between CSR Effort and Broad Public Image

Item Y7 (a broadly positive public view of PT MSM) recorded the lowest score across all corporate image items at 3.40 (Moderate category), the only item falling below the good threshold. Most Batuputih residents work as fishermen or farmers, and PT MSM's CSR programs mostly target these two groups. Yet Item Y7 (general positive view of the company) still scored the lowest among all corporate image items. This may happen because CSR support does not reach everyone in these groups, or does not fully make up for the impact of mining on their fishing and farming conditions. To fix this, PT MSM should make sure CSR benefits rotate fairly among more fishermen and farmers, check with them directly whether the support truly matches their needs, and keep the wider community informed of these efforts so people can see real, ongoing progress.

5. Sustain and Formalize CSR as a Strategic Program

Given that CSR was found to contribute 80.5% ($R^2 = 0.805$) to the formation of PT MSM's corporate image, far exceeding the contribution reported in comparable studies of other mining companies, Management should treat CSR as an important part of the company's overall strategy, not just something done to meet basic requirements. This means including CSR in company planning, setting clear targets to measure its progress, and checking regularly how the community feels about it. Since PT MSM already has a team handling CSR, this team could take on a stronger monitoring and evaluation role — for example, by running regular community satisfaction surveys similar to the one used in this study. This would help the company track progress on the weak points mentioned above and keep the good relationship it already has with the Ring 1 Batuputih Community.

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