

**EFFECT OF CSR PROGRAM (TRAINING TRADE SHOW,  
TRAINING ELECTRONIC COMMERCE AND PARTNERSHIP  
PROGRAM) AGAINST CORPORATE IMAGE: STUDY PT. UMA  
COLLECTION INDONESIA TO CHILDREN ORPHANAGE SMK  
AL AMAL SURABAYA**

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**ABSTRACT**

*Social problems that occurred in the midst of today's society can not only be handled by the government alone, but it is a time for group of people who are willing to sacrifice themselves and their wealth to help others.*

*Therefore, in this study of PT. UMA Collection Indonesia, which engaged in the garment industry since 15 years ago, wants to contribute in building this nation by creating "Business Social Entrepreneurship" to address poverty in one of the areas in Surabaya in the form of "CSR Program".*

*The research have been done and the resultsshowed that "CSR Program" conducted by PT. UMA Collection Indonesia create "Company Image" getting better, although there are still some lack of "CSR Program" conducted, resulting in one of the independent variables must delete that respondents are heterogeneous.*

*There was also a partial one free variable that has no significant effect on the dependent variable, in one analysis model. This causes the future expected no further researches to improve the weaknesses that exist, particularly on the issue of rare time between researches process until the writing of the results of researches.*

**Keywords:** CSR Programs, Training, Trade Shows, Electronic Commerce, Partnership Program , Company Image.

**INTRODUCTION**

Recently, with the rising of US dollar currency, making the exchange rate has decreased in most countries. Including those experienced by Indonesia, the rupiah exchange rate has decreased since the US dollar rised. As a result of this incident, there arises complex problems that occurred in Indonesia. Some of the problems faced by Indonesia in the event of a decrease in the

exchange rate of the rupiah against the US dollar is rising of interest rates, the prices of basic commodities rises, and the most crucial if the problem is not quickly resolved by the government of Indonesia is the number of unemployment result in layoffs, or the difficulty of finding a job as fewer companies are willing to accept a person as an employee. If this continues to happen then the value of poverty in Indonesia will continue to increase (Atharini, 2015).

In addition, to deal with these issues we expect the government to find the root of the problem and then quickly resolve it, we as human beings with a conscience should not stand by and submit fully to the Government.

All of this become the attention by our company, who openly wanted to evoke a spirit of Entrepreneurship among children "SMK Al Amal Orphanage Surabaya". Our company doing the CSR Program by conducting educational and training for them to be able to manage a good business that Trade Show and Electronic Commerce; Trade Shows as we did in the form of opening the exhibition stand near the hostel of Al Amal male Orphanage Surabaya with strategic location, while the Electronic Commerce as we know it is to market goods (products) over the internet. In addition, we held anyway Partnership Program to them that all the goods (products) that they sell in the training is from us, in the form of wood products for Muslim men (koko) brand "Takbir" from the rest of the production is not the series but still marketable, and they are only marketed through two media training is.

There are two important points that become the main subject of this research background. First, the current CSR programs are not only social oriented, but also social issues that are used as a marketing strategy that is applied in the form of social programs. It refers to a survey by Business in the Community in 2001 which says 70% of CEOs of companies put social responsibility as key issues in marketing. A number of the business elite believes that the practice of the concept of CSR will continue to grow in the coming years (Bismark, 2012).

The second point is related to the use of the company's image as the correlation impact of Corporate Social Responsibility program. The result of the research conducted by Roper Worldwide in Susanto (2007) mentioned by 75% of respondents giving a positive value or good for companies that make a real contribution to a community. Based on exposure to this research, the issues of how the influence of a Corporate Social Responsibility program to company image is important as research material (Bismark, 2012).

Currently, the company's are doing CSR program in the form of the partnership which providing the goods on consignment to children Vocational Orphanage Al Amal Surabaya to be marketed, the company's are not demanding on sales targets to them, but instead of pure helps them to practice on Entrepreneurship, which in the end they will also materially benefited from it.

When those actions are running and they have benefited from the sale of Trade Show and Electronic Commerce, then our company can be said to have succeeded in generating entrepreneurship spirit among children SMK Al Amal Orphanage Surabaya.

From this activity, the company's hope are not only benefit children Vocational Orphanage Al Amal Surabaya itself, but as a symbiotic relationship mutualism which accidentally the company's will be known by the public as having "Corporate Image", a company that has the image of Concern and Responsibility social Community. It is all when viewed from the eyes of Social Entrepreneurship (Business Social), then what the company's do are include the forms of activities of an institution called the Non-Loss Company in the form of CSR program.

Therefore, the company PT. UMA Collection Indonesia want to do CSR Program (Corporate Social Responsibility) purely aimed at the interests of social only, therefore the company established an institution called the Non-Loss Company, for the purpose of CSR Program (Corporate Social Responsibility) in pure social mission and without wanting anything in return.

Although, in the end there may be positive effects that companies will receive, whether it could be material or recognition from the public about the "Corporate Image" us.

### **The problems of research**

1. Is the CSR Program (Training Trade Show and Partnership Program) for male students, affect the Corporate Image in PT. UMA Collection Indonesia?
2. Is the CSR Program (Training Electronic Commerce and Partnership Program) for female students, affect the Corporate Image in PT. UMA Collection Indonesia?

### **Research purposes**

1. To examine the effect of CSR Program (Training Trade Fairs and Partnership Program) for male students, against the Corporate Image in PT. UMA Collection Indonesia.
2. To examine the effect of CSR Program (Training Electronic Commerce and Partnership Program) for female students, against the Corporate Image in PT. UMA Collection Indonesia.

## **LITERATURE REVIEW**

### **1. Definition and Scope CSR**

According to Kodrat (2010) stated that the concept of CSR can be seen from two different viewpoints. The first concept states that the purpose of the company is profit, so that CSR is part of business operations. While the second draft states that the purpose of the company is profit, the welfare of people and ensure the sustainability of the planet. Both of these concepts are very different, and more detailed explanation is as follows:

The first approach is represented by the philanthropic way which states that "... the business of make profit and donate a share of it to charitable causes". This means that CSR is part of the business operation is not the intention of the company. This approach has been applied in the United States.

The second approach is represented by The Business Way that provide different views, namely: "the core business, operate in a social care business reasons". The application of this concept in the European Union refers to the definition of the Global Compact Initiative (GCI) (2002), known as the concept of 3P namely: People (health, safety, and welfare), Profit (effectivity, efficiency, flexibility and creativity), Planet (environmental quality and disturbances).

While GCI, The World Business Council for Sustainable Development (WBCSD) defines CSR as follows: "CSR is the continuing commitment by business to behave ethically and Contribute to economic development while improving the quality of life of the workforce and their families as well of the local community and society at large ". This definition can be freely translated as Corporate Social Responsibility is the continuing commitment of companies to behave ethically and contribute to economic development to improve the quality of life in the workplace and their families and local communities and the wider society. Those definition, an internal CSR policies, practices and programs that are integrated with the company's activities, the value chain and in the decision-making process.

In Indonesia , some companies are implementing CSR follows the definition put forward by GCI , WBCSD and the OECD . Participation by the company are: employment for the local community as part of efforts to improve the quality of life , setting up health facilities , perform filtering waste , and does not employ workers under the productive age ( ILO Convention ) .

From the definition of GCI and WBCSD, Potter (2010) shows in detail the scope of CSR begins with the scope of the company including: the market place, workplace, community and the environment. The responsibility of the company to market which impact on the financial analysts, customers and shareholders. While companies responsibility is to impact the

workplace to the union. The next two terms of company's responsibility are to the community and the environment which could impact on local communities, governments and non-governmental organizations.

## **2. Definition and Scope Training Trade Shows**

Training would be beneficial for an organization if the training needs are analyzed at the moment and the right time, because training is only useful in situations when members of a shortage of skills and knowledge. While the purpose of the training activities itself not only has an impact on members who are given training, but also indirectly impact on the company. The members who have performed in accordance with the needs of the company, will have a positive effect in order to achieve the employment targets and objectives of the company in general (Swasto, 2011). Further Swasto (2011) divides training into two parts; namely Training in the workplace (On the Job Training) and training outside the workplace (Off The Job Training).

The benefit from Trade Show itself can be seen from some of the characteristics or factors that can make or determine the effectiveness from the performance of the trade show (K. Hansen, 2004 in Hyun Lee and Young Kim, 2010); which include Sales Related Activities (all activities related to sales both before and after the trade show held: such as product introduction, sales during the exhibition, test the product, and the sales contract (Kerin and Corn, 1987)), Informative Gathering Activities (all activities related to the collection of information about competitors, customers, trends in the industry today, suppliers, and also the products on display are useful to help managers to determine the marketing strategy firm (Sharlag and Barlog, 1996)), Image Building Activities (all activities implemented in an effort to build the image of the company and its reputation), relationship building Activities (all activities relating to the business of the company to build and maintain the company's relationships with existing customers, as well as creating new customer relationships), Motivation Activities (all activities that aim to maintain the motivation of the members of the exhibition stand guard, to keep the spirit in the service of the customer. This is necessary because the member is a representative of the company during the exhibition, so moral, and their behavior must be maintained properly, in order to bring the good name of the company and also certainly able to create a good relationship with your customers).

## **3. Definition and Scope of Training Electronic Commerce**

Electronic Commerce, as part of the Electronic Business (business conducted with the use of Electronic Transmission), by experts and business people trying formulated definition. In general E-Commerce can be defined as any form of trade / commerce of goods or services (trade of goods and services) using electronic media. Obviously, apart from those mentioned above, that the commercial activity is a part of business activity. In conclusion, "E-Commerce is a Part of Business".

In the journal paper Wirdasari (2010) entitled "E-Commerce Technology in Business Processes", describes the definition and scope of the E-Commerce are:

*"E-Commerce is the business activities involving consumers, manufacturing, service providers and middlemen (intermediaries) using computer networks, namely the internet".*

*"In addition, also in performing activities of E-Commerce, Wirdasari (2010) wrote a few things to consider and it can be used as reference material in conducting Training Electronic Commerce, which include: The training that teaches understanding of E-Commerce helpful. Training materials that teach forms of E-Commerce business helpful. Training materials that teach plus-minus while using E-Commerce helpful. Training materials that teach how to*

*practice the stages in the use of E-Commerce helpful. Training materials that teach how to practice frameworks in use E-Commerce helpful. Training materials that teach how to make transactions using E-Commerce helpful”*

#### **4. Definition and Scope System Consignment**

Talking about the consignment system must also have a good advantage for Consinger (the provider of goods), and also for the consignee. Benefits for Consignor is "this transaction is one of the most effective ways to expand the marketing area" (Magazine Taxation Dwi Weekly Indonesia Tax Review, Uniquely VAT on Solution Named Consignment (Part 1), 2011) "and the Consignor requires marketing area wider by reason of which according to (Maria, 2011) is the First: fluctuations in the price or the production of durable goods, so the dealer approves the purchase of goods if the Consignor bore the risk of loss that may occur. Consignee not assume liability, nor does it assume the risk, and is generally willing to accept the goods on a consignment basis although it may not be willing to buy it. Second: consignment transaction scheme required by the Consignor for their opening sales divisions in an area will be very expensive investment. With consignment transactions, Consignor may obtain a consignee who may be in the same line of business and has a specialization to sell goods from their production. Even if the goods are delivered to the dealer, then the consignment transaction partners do not need to make a purchase. "As a result the dealer also avoid the obligation to invest in order to sell goods" (Magazine Weekly Indonesian Dwi Taxation Tax Review, Unique Solution Named VAT on Consignment (Part 1), 2011). Third: the transaction by consignment according to Maria (2011) Consignor can exercise control over goods attached, both in terms of price and quantity of supplies. The selling price of a consignment of goods at retail can be controlled by the Consignor is still the owner of the goods. This price control would be difficult or even impossible occurs when goods are sold to a dealer. "With the transaction consignment basis, control over the amount of goods sold and inventory in the warehouse is done so that the risk of shortages or overages can be pressed and make it easier to plan production" (Magazine Taxation Dwi Weekly Indonesian Tax Review, Uniquely VAT on Solutions Named Consignment (Part 1), 2011). While profits for the consignee according to Maria (2011) is the consignee in spite of the risk of failure to sell or avoid the risk of loss (the second factor is especially important for the consignment is a new product or a new product first sold), the consignee avoid risks physical damage to goods and to avoid price fluctuations (both of these risks is especially important for the type of perishable goods), consignee can reduce costs due to reduced working capital requirements. This happens because the determination of the cost of inventory on consignment determined by the consignor, consignee so no need to budgetting expenditure to purchase merchandise included in the scope of the agreement and the consignee only focus on selling goods and providing excellent service to its customers.

In the delivery of the goods on a consignment basis shall be arranged by the contract (agreement) in writing that shows the nature of the relationship between the submitting party and the party receiving the goods (products). Written contract is that we use include the expenses incurred by the consignee must be replaced by the Consignor, maintenance and handling of inventory by the consignee, and the proceeds from the sale of goods on consignment, then remittances and financial settlement by the consignee, and reports to be submitted by the consignee (Maria, 2011). Also according to Maria (2011) consignee also have rights and obligations set forth and defined by the Uniform Commercial Code, which are: Rights of the consignee is entitled to reimbursement related expenditure required to maintain and sell goods consignment, and also has the right to obtain in return for the sale of goods on consignment. Party consignee also entitled to offer a guarantee on the consignment of goods

sold, while the consignor bound by the terms of the warranty provision. While the consignee obligation is to protect the belongings Consignor in a good way and in accordance with the nature of the goods and the condition of the consignment, if the consignee receives a specific request of the Consignor then the consignee must do well in order to avoid liability. Party consignee must sell a consignment of goods at a price that has been determined, if there is no price determination then the consignee must sell it at a price that can satisfy the Consignor. Party consignee must separate consignment of merchandise, if the physical separation is not done then the consignee must give special marks or organized records that allows to establish immediately the consignment of goods. Party consignee shall submit regular reports on the progress of the sale of goods on consignment, and this report contains: information on the consignment is received, consignment sale, the selling price, cost of sales, amount owed and the amount of money sent to Consignor.

### **5. Definition and Scope of Corporate Image**

Citra according Kasali (2010) stated that "The impression arises because understanding a reality".

opinion based on the image shows the impression of an object to another object that is formed by processing information at any time from various reliable sources.

There are three important things in Image, namely: the impression of an object, the image formation process, and a reliable source. Object includes individu or company consisting of a group of people in it. The image can be formed by processing information that does not close the possibility of changes in the image of the object of their receipt of the information each time.

The amount of trust objects to information resources provide the basis for acceptance or rejection of information. Sources of information can be derived from the company directly or indirectly other pihakpihak. Company's image of the company shows an object image formed by processing information at any time from a variety of sources of reliable information.

According to Kasali (2010): "The image of a good company are intended to enable companies to stay alive and the people in it continue to develop creativity even more significant benefits for others".

The process of formation Company's Image by Hawkins (2012) takes place in several stages: first, the object of knowing (see or hear) the efforts made in shaping the company's Corporate Image. Second, pay attention to the company's efforts. Third, once the object of attention trying to understand all that exists in the company's efforts. Fourth, the establishment of the Company on the image of the object later stage Fifth, Citra formed company will determine the behavior of the target object in relation to the company. The company's efforts as resources Corporate Image formation requires the presence of a complete application. Detailed information is intended as information that can answer the needs and wants of the target object. Kasali (2010) argues that "understanding comes from an incomplete information produces an image that is not perfect".

Meanwhile, according to Harrison (2000), quoted in the journal works Pasaribu, et al (2015) regarding the complete information on the Company Image formation includes four elements:

#### **1. Personality**

Overall characteristics of companies that understand the target public as a trustworthy company, the company has a social responsibility.

#### **2. Reputation**

It has been done and is believed to target public company based on his own experience as well as other parties such as the performance of a bank transaction security.

#### **3. Value**

Values owned by a company in other words, the corporate culture like the attitude of management that cares about its customers, employees responsive to demand and customer complaints.

#### 4. Corporate Identity

Components that facilitate the introduction of the target public companies such as logo, colors and slogan.

It was understood the effectiveness of the company's efforts in its communication with the public objectives that form an important corporate image contains four elements outlined above.

### **RESEARCH METHODS**

Research conducted using descriptive quantitative research. The analysis has done using the causality test to test the causal relationship between the independent variable, namely Training Trade Shows, Training Electronic Commerce, and the Partnership Program of the dependent variable is the image of the Company in PT. UMA Collection Indonesia.

Location of this research is at SMK Al Amal Orphanage Surabaya, which located at Jl. Wonosari Lor No. 98 Surabaya.

#### **Sampling Method**

The sample is a part of the population that has the characteristics or specific circumstances to be studied. Samples used to facilitate the authors in researching and studying a large population and is expected to sample by a method which has been determined can truly represent the population (Martono, 2010).

The sample used in this study is the number of the children Vocational Orphanage Al Amal Surabaya, 50 men following the Training Trade Show and the Partnership Program for analysis model 1, and 50 women followed Training Electronic Commerce and the Partnership Program for analysis model 2. the population of researches are included saturated population.

#### **Sampling Method Technique**

This study will use non-probability sampling method. According Martono (2010), non-probability sampling is a sampling technique that does not give the opportunity or equal opportunity for each element or member of the population to be selected into the sample. Samples were taken at one time at SMK Al Amal Orphanage Surabaya, which has determined the end of October 2015. Data is collected on an intensive day of school and hours of rest, because respondents could in coming directly or collected in one room at SMK Al Amal Orphanage Surabaya.

### **DISCUSSION**

#### **1. Effect Training Trade Shows and Partnership Program Against Corporate Image (For Male Students)**

The influence of the independent variables Training Trade Shows and Partnership Program (Providing Goods On Consignment) against the dependent variable, namely Corporate Image (For Male Students), carried out using test F. Results Statistical calculations indicate that the significant value of  $0.000 < 0.05$ , this shows that together Training Trade shows (X1), and Partnership Program (Providing Goods on Consignment) (X3) (for Male Students) have positive influence and significant to the Company image (Y). The results are consistent with previous studies conducted by Vegawati, Kumadji and Fanani (2015) on CSR Program variables

simultaneously affect the image of the Company, with significant value 0.000, which means less than 0.05 (5%) so stated effecting simultaneously same.

Among the positive influence of CSR Program to Corporate Image in this study helped reinforce the definition and objectives of Corporate Social Responsibility (CSR) theoretically. CSR definition according to the World Business Council on Sustainable Development is the commitment of the business or company to behave ethically and contribute to sustainable economic development. Based on this definition, a commitment the company may be programs that have social and environmental contributions to society (Kodrat, 2010). Examples such as the program "Training Trade Shows" and "Partnership Program (Providing Goods On Consignment)" conducted by PT. UMA Collection Indonesia, in evoking Soul Entrepreneurship among children SMK Al Amal Orphanage Surabaya students to recognize the contribution of Education and the Economy.

While the results of the testing that has been conducted to determine the effect of variable CSR Program to Corporate Image, the t-test on the variable Training Trade Shows (X1) and Partnership Program (Providing Goods On Consignment) (X3) (For Male Student). The results of the t test showed that the significant value of 0.000 t for the X1 and X3 significance value of 0.082 t for, then this indicates that for a significant value t X1 is smaller than 5% ( $0.000 < 0.05$ ), so in partial training Trade Shows (X1) having an image significantly to the Company (Y), but for t X3 significance value greater than 5% ( $0.082 > 0.05$ ), the partial variable Partnership Program (X3) (for Male Students) an alias is not significant to the Company image (Y).

## **2. Effect of Training Electronic Commerce and Partnership Program Against Corporate Image (For Female Students)**

The influence of the independent variables Training Electronic Commerce and Partnership Program (Providing Goods On Consignment) against the dependent variable, namely Corporate Image (For Female Students), performed using the Test F. Calculation results show that the statistical significance value of  $0.000 < 0.05$ , then this shows that together Training Electronic Commerce (X2), and Partnership Program (Providing Goods on Consignment) (X3) (For Female Students) have positive influence and significant to the Company image (Y). The results are consistent with previous studies conducted by Vegawati, Kumadji and Fanani (2015) of the CSR program variables simultaneously affect the image of the Company, with significant value 0.000, which means less than 0.05 (5%) so stated effecting simultaneously -same.

Among the positive influence of CSR Program to Corporate Image in this study helped reinforce the definition and objectives of Corporate Social Responsibility (CSR) theoretically. CSR definition according to the World Business Council on Sustainable Development is the commitment of the business or company to behave ethically and contribute to sustainable economic development. Based on this definition, a commitment the company may be programs that have social and environmental contributions to society (Kodrat, 2010). Examples such as the program "Training Electronic Commerce" and "Partnership Program (Providing Goods On Consignment)" conducted by PT. UMA Collection Indonesia, in evoking Soul Entrepreneurship among children SMK Al Amal Orphanage Surabaya students to recognize the contribution of Education and the Economy.

While the results of the testing that has been conducted to determine the effect of variable CSR Program to Company Image, the t-test on the variable Training Electronic Commerce (X2) and Partnership Program (Providing Goods On Consignment) (X3) (For Female Students). The results of the t test showed that the significant value of 0.000 t for X2, and X3 significant value t For the well is 0,000, then this indicates that for a significant value t X2 is smaller than 5% ( $0.000 < 0.05$ ), so the partial Training variables Electronic Commerce (X2) having an image significantly to the Company (Y), as well as for significant value t X3 smaller than 5% ( $0.000 < 0.05$ ), the partial variable Partnership Program (X3) (for Female Students) also having an effect significantly to the Company image (Y).

### **3. Influence Partnership Program Against Corporate Image (For Female Students), Without Variable Training Electronic Commerce**

At the time of regression analysis, the variables Training Electronic Commerce (X2) has answers heterogeneous or occurs hetrokedastisitas on heterocedasticity Test. So finally perform regression analysis reproduced without X2 or delete, in order to determine whether they will terkenah hetrokedastisitas in Model Analysis 2 (For Female Students), and the results are still qualify from Test Multiple Linear Regression, Hypothesis Testing, Analysis Coefficient of Correlation (R ) as well as the analysis Determinisasi coefficient (R2), and the last is Classical assumption Test.

Meanwhile, to determine the influence Partnership Program (X3) on Corporate Image (Y) (For Female Students), without the variable Training Electronic Commerce (X2). Hypothesis Testing should be performed the test F and test t, following the results of two tests:

The influence of the independent variables Partnership Program (Providing Goods On Consignment) against the dependent variable, namely Corporate Image (For Female Students) Without independent variables namely Training Electronic Commerce, carried out using test F. Results of statistical calculation shows that the significance value (X3) remained  $0.000 < 0.05$ , then this indicates that the Partnership Program (Providing Goods on Consignment) (X3) (for Female Students) still have a significant positive influence on the Company image (Y), although without the variable Training Electronic Commerce (X2). The results are consistent with previous studies conducted by Vegawati, Kumadji and Fanani (2015) of the CSR program variables simultaneously affect the image of the Company, with significant value 0.000, which means less than 0.05 (5%) so stated effecting simultaneously -same.

Among the positive influence of CSR Program to Corporate Image in this study helped reinforce the definition and objectives of Corporate Social Responsibility (CSR) theoretically. CSR definition according to the World Business Council on Sustainable Development is the commitment of the business or company to behave ethically and contribute to sustainable economic development. Based on this definition, a commitment the company may be programs that have social and environmental contributions to society (Kodrat, 2010). Examples such as "Partnership Program (Providing Goods On Consignment)" by PT. UMA Collection Indonesia, in evoking Soul Entrepreneurship among children SMK Al Amal Orphanage Surabaya students as a form of economic contribution.

While the results of the testing that has been conducted to determine the effect of variable CSR Program to Corporate Image, the t test to variable Partnership Program (Providing Goods On Consignment) (X3) (For Female Students) without variable Training Electronic Commerce (X2). The results of the t test showed that significant value t for the X3 remains of 0,000 means that

less than 5% ( $0.000 < 0.05$ ), the partial variable Partnership Program (Providing Goods On Consignment) (X3) (For Female Students) remain having an image significantly to the Company (Y), although without the variable Training Electronic Commerce (X2).

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Based on the results of the t test and F model equations Corporate Image For Respondents Man ( $Y_{Man}$ ) concluded that: Training Trade Show variable partially significant effect on the image of the Company in PT. UMA Collection Indonesia, variable Partnership Program (Providing Goods On Consignment) partially no significant effect on the image of the Company in PT. UMA Collection Indonesia. Simultaneously (Test F) variable Training Trade Show and Partnership Program (Deliver Goods In Consignment) significantly affects the image of the Company in PT. UMA Collection Indonesia.

While based on the t test and F model equations Corporate Image For Women respondents ( $Y_{Women}$ ) concluded that: Training Electronic Commerce variable partially significant effect on the image of the Company in PT. UMA Collection Indonesia, variable Partnership Program (Providing Goods On Consignment) partially significant effect on the image of the Company in PT. UMA Collection Indonesia, although without the variable X2 (Training Electronic Commerce), Simultaneously (Test F) variable Training Electronic Commerce and Partnership Program (Providing Goods On Consignment) significantly affects the image of the Company in PT. UMA Collection Indonesia. Simultaneously also variable Partnership Program (Deliver Goods In Consignment) significantly affects the image of the Company in PT. UMA Collection Indonesia although without the variable X2 (Training Electronic Commerce).

### **Suggestion**

Based on the data processing, analysis models, proving the hypothesis, discussion, and conclusions drawn, then it can be put forward suggestions are: remembering of all independent variables were used partially there is no significant effect on Corporate Image, and simultaneously significantly influence Corporate Image in PT. UMA Collection Indonesia;

"For example in Partnership Program (Providing Goods On Consignment) that partially no significant effect on the image of the Company, for researches next thing to be considered is communication between Consignor (The Giver of Goods) with the consignee (Party Consignee) should be established dengan good and written forms of cooperation must be understood together as clearly as possible, so that there will be no misunderstanding between the two sides".

"As for the Training Electronic Commerce which turned out to be exposed to Test heterocedastity, having researched further indicator turns out there is no question that these variables were significantly less useful, as the indicator of the fifth question regarding the training materials that teach how to practice frameworks in use E-commerce. From researchers concluded that some of the respondents were less interested in Training Electronic Commerce that are gradually getting the results, so that when answering the questionnaire answers are heterogeneous. Therefore, researchers suggest further researches, must go through a long process until the respondent has obtained the results of the Training Electronic Commerce".

"Whereas if you want to measure the effect of a CSR program to the image of the Company in order to have maximum results, it is necessary socialization not only on the receiving CSR program but also to the community through social media and in the end will be entered into a new term that Social Branding"

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