

## The Influence of CSR Legitimacy on Reducing Demonstration Potential

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**ABSTRACT :** Aims: In this research, the authors will test how strength the CSR legitimacy can reduce the Demostration potential. Study design: The research method which used in this research is quantitative research with survey method from total 120 respondent. Place and Duration of Study: Cilegon, Banten, Indonesia. June 2024-Dec 2024. Methodology: The authors used quantitative research method with 120 respondents to answer and give feedback using questionnaire. The sampling has decide by slovin formula with error margin 10%. The data was obtained from Gerem village, Cilegon, Banten, Indonesia. We included 120 respondents (87,5% Man; 12,5% women). From 120 total respondent, 10% age range 18-25 years; 22,5% 26-35 years; 22,5% 36-45 years; 40% 46-55 years; 5% above 56 years, and for educational grade 5% Doctoral and Master Degree, 12,5% Bachelor, 65% Senior High School, 12,5% Junior High School. All of the participant who hold experience with Corporate Social Responsibility from Lotte Chemical Indonesia as well.

Results: The research results indicate that strong CSR legitimacy can shape positive community attitudes, it can be proven by data 86,7 % the indicators of legitimacy CSR from the aspect of regulative, normatif, and cognitive Has an indirect influence on behavioral intention via the attitude toward the behavior for demonstaration intention.

Conclusion: The research results indicate that strong CSR legitimacy can shape positive community attitudes, significantly reducing their intention to do demonstration. This is confirmed that effective CSR can serve as an important tools in preventing social conflicts and strengthening the relationship between companies and communities.

**Keywords** - *csr legitimacy, potential for demonstrations, effective communication, theory of reasoned action*

### I. INTRODUCTION

Companies play a vital role in the economy by producing goods and services that meet societal needs and create added value through resource utilization. Therefore, effective business strategies are essential to remain competitive (Kotler & Keller, 2009). From a management perspective, a company's success relies heavily on its planning, organizing, directing, and controlling functions (Robbins & Coulter, 2012), as well as effective internal and external communication to enhance productivity and corporate image (Schermerhorn, 2013). While a company's presence in society can have positive impacts, it also has the potential to create conflict, necessitating harmonious relationships through Corporate Social Responsibility (CSR) as a form of social and environmental responsibility (Fauzi & Mashur, 2023). CSR encompasses not only material assistance but also community capacity building, infrastructure development, and quality-of-life improvement (Wibisono, 2007; Rochmaniah et al., 2020). Furthermore, CSR can strengthen a company's reputation, increase public trust, and reduce the risk of social conflict (Wahju & Rudito, 2022). The success of CSR is greatly influenced by transparent, participatory, and sustainable communication so that the program truly aligns with community needs (Fauzi & Mashur, 2023).

PT Lotte Chemical Indonesia (LCI), located in Cilegon, implements charity and community development-based CSR programs, such as donations, renovation of public facilities, and the establishment of a "Menderma" waste bank in Gerem Village. However, weak communication and unfairness in absorbing local labor sparked demonstrations from residents highlighting the negative impacts of the company's operations (Suaranasional.com, 2023). This demonstrates the importance of CSR legitimacy, supported by Legitimacy Theory (Scott, 1995) and Reasoned Action Theory (Ajzen & Fishbein, 1980), in understanding how regulations, social norms, and community acceptance can shape positive attitudes, suppress subjective norms of protest, and reduce the intention to demonstrate. This study aims to analyze the extent to which PT LCI's CSR strategy builds legitimacy, strengthens community relations, and mitigates potential social conflict through a more adaptive and responsive CSR communication approach.

## II. METHODOLOGY

### **Empiricism as the Root of Philosophy, Positivism Paradigm, Quantitative Approach, Research Methods and Nature**

Empiricism emphasizes that knowledge originates from sensory experience (Indrioko, 2020; Rusmini, 2014), in contrast to rationalism, which relies on reason. Figures such as Locke (tabula rasa), Berkeley (objects exist through perception), and Hume (causal skepticism) strengthened the foundation of empiricism (Locke, 1690; Berkeley, 1710; Hume, 1748). This approach shaped the modern scientific method, based on observation, experimentation, and verification, relevant to PT Lotte Chemical Indonesia's CSR research through real-life community experiences.

Positivism emphasizes empirical observation, objective measurement, and quantitative analysis. Its ontology assumes social reality is measurable, while its epistemology emphasizes systematic observation (Rosika et al., 2023). This paradigm was used to assess the effectiveness of CSR in suppressing potential demonstrations while maintaining objectivity and data validity (Bryman, 2012; Creswell, 2014), although it has been criticized for neglecting qualitative aspects (Nugroho, 2016).

This approach focuses on numerical data and statistical analysis to understand communication patterns and social behavior (Sugiyono, 2019; Kriyantono, 2006). Surveys and questionnaires were used to measure public acceptance of CSR and its impact on potential demonstrations (Ardianto, 2010).

The research was quantitative and inferential, using a survey using a closed-ended questionnaire. The stages included instrument design, sample determination using cluster sampling, data collection, and statistical analysis using JASP (Kriyantono, 2006), resulting in objective and measurable findings.

### **Population and Sample**

The research population was the community of Gerem Village, Grogol District, Cilegon City, totaling 16,000 people (BPS, 2024), selected because it is located in the first ring of PT Lotte Chemical Indonesia and is therefore directly impacted by CSR. The sample was calculated using the Slovin formula (10% margin of error) of 99 respondents, rounded up to 100. Sampling used cluster sampling based on RT, with RTs selected randomly and respondents drawn from that cluster. This method is efficient, saves time and costs, and ensures representativeness, so that the research results can be generalized to the entire population.

### **Research Variables**

The research variables are the main elements measured to answer the research questions. Variable X includes regulatory (legal compliance, transparency, responsiveness to demands), normative (social commitment, CSR participation, ethical consistency), and cognitive (corporate relevance, role understanding, social recognition). Variable Z includes attitudes (cognitive, affective, conative), norms (social conformity, peer pressure), and intentions (goals, motivation, congruence of intentions), while variable Y is behavior (frequency, intensity, regularity, alignment with intentions, duration, context, quality). All variables are measured through an interval scale questionnaire based on the legitimacy theory of Scott (1995), Rosenberg & Hovland (1960), Ajzen & Fishbein (1980), Sherif (1936), and Sheeran (2002), thus allowing a systematic quantitative analysis of the influence of PT Lotte Chemical Indonesia's CSR legitimacy in suppressing potential demonstrations in Gerem Village.

### **Data Collection Techniques and Instruments**

This study used a survey technique with a questionnaire as the main instrument to collect data regarding the influence of PT Lotte Chemical Indonesia's CSR legitimacy in suppressing potential demonstrations in Gerem Village through the Reasoned Action Theory (TRA). The questionnaire contained closed-ended questions using a Likert scale to measure community perceptions, attitudes, and intentions regarding the CSR program. The study was conducted in Gerem Village, Grogol District, Cilegon City, which is the first ring area of PT Lotte Chemical Indonesia, with a population of around 16,000 people according to BPS 2024. This location allows direct observation of the impact of the CSR program. The study is scheduled to last six months, from March to September 2024, covering the preparation stage, instrument development, licensing, data collection, analysis using JASP, to the preparation of the final report and presentation of research results.

### **Materials and tools**

The research materials include CSR documents from PT Lotte Chemical Indonesia, literature and previous research on CSR and stakeholder theory, and demographic and social data from the Gerem Subdistrict Statistics Agency (BPS) to understand the community context. The research tools include a questionnaire as the main instrument to measure community attitudes, norms, intentions, and behavior towards CSR programs, as well as a computer with JASP statistical software to process and analyze the data accurately. This combination of materials and tools allows the research to collect relevant data and analyze it systematically, so that the research results regarding the legitimacy of CSR in suppressing potential demonstrations are reliable and valid.

### Research Instrument Testing

Validity testing was conducted to ensure the questionnaire accurately measured the research variables. The types of validity used included content, construct, and criterion validity. Content validity was tested through literature review and expert consultation to ensure items covered all CSR dimensions. Construct validity was tested using Confirmatory Factor Analysis (CFA) using JASP, while criterion validity was tested through correlation with external indicators. Invalid items were revised or removed to ensure the final instrument accurately measured public perceptions and attitudes toward the legitimacy of PT Lotte Chemical Indonesia's CSR.

Reliability tests assess the consistency of the questionnaire through the calculation of the Cronbach's Alpha coefficient. A value of  $\geq 0.7$  indicates good reliability, while a value below this value requires item revision. Analysis was performed using JASP, and testing was repeated until the instrument achieved sufficient internal consistency to reliably measure public attitudes and behaviors related to CSR programs.

The normality test aims to ensure that the data are normally distributed, as assumed by the statistical analysis. The Kolmogorov-Smirnov and Shapiro-Wilk tests were used with the help of JASP, and were further supported by graphical analysis (histograms, Q-Q plots). Data were considered normal if the p-value was  $> 0.05$ . Otherwise, researchers could transform the data or use non-parametric methods.

### III. INDENTATIONS AND EQUATIONS

This study highlights the role of Corporate Social Responsibility (CSR) in shaping public attitudes, subjective norms, and behavioral intentions, particularly in the context of suppressing potential demonstrations. CSR is viewed not only as a moral obligation but also as a business strategy that can build a company's social legitimacy. A case study of PT Lotte Chemical Indonesia demonstrates that transparent, accountable, and regulatory-compliant CSR implementation increases positive public perceptions, builds trust, and strengthens social norms that support the company's activities.

The results of quantitative analysis using JASP demonstrate a significant influence of the regulatory, normative, and cognitive aspects of CSR on public attitudes and subjective norms. Hypotheses 1-4 exhibit R values between 0.720–0.762 and  $R^2$  between 0.519–0.577, confirming that legal compliance, transparency, social participation, commitment to normative values, and understanding of the relevance and role of CSR influence public perceptions and social norms. The regulatory aspect encourages compliance and positive attitudes, the normative aspect strengthens social values and support for the company, while the cognitive aspect forms an understanding that strengthens subjective norms.

Furthermore, Hypotheses 5-6 indicate that regulatory and cognitive CSR significantly influence people's behavioral intentions (Z3), with an  $R^2$  of 0.729–0.738. This suggests that the majority of changes in attitudes and social norms can be explained by CSR legitimacy. Thus, appropriately implemented CSR can mitigate conflict, enhance corporate legitimacy, and build sustained community support.

This study highlights the role of regulatory, normative, and cognitive factors in shaping people's behavioral intentions, particularly regarding potential demonstrations, through PT Lotte Chemical Indonesia's CSR legitimacy. Hypotheses H7-H9 indicate that regulatory, normative, and cognitive factors directly influence behavioral intentions significantly, with  $R^2$  values ranging from 0.685–0.795 and  $R^2$  values ranging from 46.9%–63.3%. Regulatory factors drive behavioral intentions through compliance with rules, policies, and related sanctions or incentives. Normative factors influence intentions through the alignment of CSR with prevailing social values and norms, while cognitive factors shape intentions through the community's understanding and knowledge of CSR activities.

Hypotheses H10-H11 tested the indirect influence of these factors through attitudes and subjective norms as mediators. The results showed the highest R value of 0.931 (H10) with an  $R^2$  of 86.7%, confirming that a positive attitude toward an action plays a very strong role in mediating the regulatory, normative, and cognitive influences on behavioral intentions. Meanwhile, subjective norms (H11) explained 72.2% of the variance in behavioral intentions, indicating the importance of perceived social pressure in shaping people's behavior.

Overall, CSR legitimacy plays a strategic role in suppressing potential protests by fostering positive attitudes, strengthening subjective norms, and increasing public understanding. This emphasizes that an effective CSR program not only enhances a company's image but also contributes to the social stability and well-being of the local community, particularly in Gerem Village.

The results of the study show that indirect influence through attitudes (H10) has the most significant role in forming behavioral intentions, while direct regulatory influence (H7) is the lowest, indicating that regulation alone is not enough to influence people's intentions.

#### IV. FIGURES AND TABLES

This study used linear regression through JASP to examine the influence of independent variables (regulative, normative, and cognitive) on the attitudes and subjective norms of the Gerem Village community regarding PT Lotte Chemical Indonesia's CSR. A total of 120 respondents were involved.

H1: Regulatory positively influences attitudes toward action

Model H1 showed significant predictive ability with  $R = 0.720$  and  $R^2 = 0.519$ , meaning that 51.9% of the variance in attitudes towards action can be explained by regulativeness. The TOTAL regression coefficient of X1 is 0.645 ( $t = 11.272$ ;  $p < 0.001$ ) indicating that every 1 unit increase in regulativeness increases attitudes towards action by 0.645 units.

Table. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
<b>H<sub>0</sub></b> 40.452	(Intercept) < .001	10.900	0.269		
<b>H<sub>1</sub></b> 7.011	(Intercept) < .001	4.307	0.614		
11.272	TOTAL X1 < .001	0.645	0.057		0.720

These results confirm that regulativeness has a positive and significant effect on attitudes, with a strong relationship and reliable prediction.

H2: Regulatory positively influences subjective norms

The results of the hypothesis test show a strong correlation between the independent and dependent variables with  $R = 0.762$  and Adjusted  $R^2 = 0.577$ , which means that 57.7% of the variance in subjective norms can be explained by regulative. ANOVA strengthens the significance of the model ( $F = 163.037$ ;  $p < 0.001$ ). The TOTAL X1 regression coefficient of 0.453 ( $t = 12.769$ ;  $p < 0.001$ ) indicates that every 1 unit increase in regulative increases subjective norms by 0.453 units. The RMSE value of 1.275 indicates that the model prediction is quite accurate.

Table. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
<b>H<sub>0</sub></b> 40.239	(Intercept) < .001	7.200	0.179		
<b>H<sub>1</sub></b> 6.744	(Intercept) < .001	2.569	0.381		
12.769	TOTAL X1 < .001	0.453	0.035		0.762

In conclusion, regulative has a positive and significant effect on subjective norms by 58%, indicating that the stronger the regulation, the higher the social norms formed in society.

H3: Normative positively influences attitudes toward actions

Model H1 shows strong predictive ability with  $R = 0.760$ ,  $R^2 = 0.578$ , and Adjusted  $R^2 = 0.575$ , which means 57.5% of the variance in attitudes towards action can be explained by normative variables (TOTAL Z1). The RMSE of 1.925 indicates an increase in predictive accuracy compared to model H0. The ANOVA test confirms the significance of the model ( $F = 161.775$ ;  $p < 0.001$ ). The TOTAL Z1 regression coefficient of 0.763 ( $t = 12.719$ ;  $p < 0.001$ ) indicates that every one unit increase in normative will significantly increase attitudes towards action by 0.763 units.

Table. Coefficients

Model	Unstandardized	Standard Error	Standardized	T	p
<b>H<sub>0</sub></b> 40.452	(Intercept) < .001	10.900	0.269		
<b>H<sub>1</sub></b> 4.821	(Intercept) < .001	3.082	0.639		
12.719	TOTAL X2 < .001	0.763	0.060		0.760

Thus, normative has a positive and significant effect on attitudes towards action, and model H1 is better at predicting than model H0.

H4: Normative positively influences subjective norms

Model H1 shows good predictive power with  $R = 0.739$ ,  $R^2 = 0.546$ , and Adjusted  $R^2 = 0.542$ , which means 54.6% of the subjective norm variance can be explained by the normative variable (TOTAL X2). The RMSE of 1.327 indicates better predictive accuracy than model H0. The ANOVA test confirms the significance of the model ( $F = 141.674$ ;  $p < 0.001$ ). The TOTAL X2 regression coefficient of 0.492 ( $t = 11.903$ ;  $p < 0.001$ ) indicates that every one unit increase in the normative variable significantly increases subjective norms by 0.492 units.

Table 6. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub> 40.239	(Intercept) < .001	7.200	0.179		
H <sub>1</sub> 4.895	(Intercept) < .001	2.157	0.441		
	TOTAL X2 < .001	0.492	0.041	11.903	0.739

Thus, normative has a positive and significant effect on subjective norms, and model H1 is more effective than model H0 in explaining this relationship.

H5: Cognition positively influences attitudes towards action

Model H1 showed excellent predictive performance with  $R = 0.854$ ,  $R^2 = 0.729$ , and Adjusted  $R^2 = 0.727$ , meaning 72.9% of cognitive variance can be explained by the independent variable TOTAL X3. The RMSE of 1.543 indicates high predictive accuracy compared to model H0 (RMSE = 2.952). The ANOVA test confirmed the significance of the model ( $F = 317.197$ ;  $p < 0.001$ ), indicating TOTAL X3 significantly affects the dependent variable. The TOTAL X3 regression coefficient of 0.846 ( $t = 17.810$ ;  $p < 0.001$ ) indicates that every one unit increase in TOTAL X3 will significantly increase the dependent variable by 0.846 units.

Table 7. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub> 40.452	(Intercept) < .001	10.900	0.269		
H <sub>1</sub> 5.132	(Intercept) < .001	2.520	0.491		
	TOTAL X3 < .001	0.846	0.048	17.810	0.854

Thus, cognitive has a positive and significant effect on attitude towards action, and model H1 is proven to be more effective than model H0 in explaining this relationship.

H6: Cognitive positively influences subjective norms

Model H1 shows a positive and significant relationship between TOTAL X3 and TOTAL Z2 with  $R = 0.859$ ,  $R^2 = 0.738$ , and Adjusted  $R^2 = 0.735$ , which means 73.8% of the variance in TOTAL Z2 can be explained by TOTAL X3. The RMSE of 1.008 indicates high prediction accuracy compared to model H0 (RMSE = 1.960). The ANOVA test strengthens the significance of the model ( $F = 331.631$ ;  $p < 0.001$ ), indicating TOTAL X3 has a significant effect on TOTAL Z2. The TOTAL X3 regression coefficient of 0.565 ( $t = 18.211$ ;  $p < 0.001$ ) indicates that every one unit increase in TOTAL X3 will increase TOTAL Z2 by 0.565 units.

Table 8. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub> 40.239	(Intercept) < .001	7.200	0.179		
H <sub>1</sub> 4.994	(Intercept) < .001	1.602	0.321		
	TOTAL X3 < .001	0.565	0.031	18.211	0.859



Thus, TOTAL X3 has a strong and significant positive effect on TOTAL Z2, and the H1 model is proven to be superior in prediction compared to H0.

H7: Regulatory by directly positively influencing behavioral intentions

Model H1 shows a positive and significant relationship between TOTAL X1 and TOTAL Z3 with  $R = 0.685$ ,  $R^2 = 0.469$ , and Adjusted  $R^2 = 0.464$ . This means that approximately 46.9% of the variance in TOTAL Z3 can be explained by TOTAL X1. The RMSE of 2.087 indicates an increase in prediction accuracy compared to model H0 (RMSE = 2.851). The ANOVA test confirmed the significance of the model ( $F = 104.105$ ;  $p < 0.001$ ), confirming that TOTAL X1 has a significant effect on TOTAL Z3. The TOTAL X1 regression coefficient of 0.592 ( $t = 10.203$ ;  $p < 0.001$ ) indicates that every one unit increase in TOTAL X1 will increase TOTAL Z3 by 0.592 units.

Table 9. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub>	(Intercept)	11.200	0.260		
43.035	< .001				
H <sub>1</sub>	(Intercept)	5.145	0.623		
8.256	< .001				
	TOTAL X1	0.592	0.058		0.685
10.203	< .001				

From these results, despite the positive and significant relationship, model H7 has the lowest  $R^2$  value compared to other hypotheses (46.9%), indicating that regulatory factors do not fully directly influence people's behavioral intentions, such as the intention to demonstrate. In other words, TOTAL X1 partially influences behavioral intentions and is not the sole determining factor.

H8: Normative by directly positively influencing behavioral intentions

Model H1 shows a significant positive relationship between TOTAL X2 and TOTAL Z3, with  $R = 0.721$ ,  $R^2 = 0.520$ , and Adjusted  $R^2 = 0.516$ . This means that approximately 52% of the variance in TOTAL Z3 can be explained by TOTAL X2, indicating better predictive ability than model H0. The RMSE of 1.983 is also lower than model H0 (2.851), indicating better predictive accuracy.

The ANOVA test confirmed the significance of model H1 ( $F = 127.893$ ;  $p < 0.001$ ), confirming that TOTAL X2 has a significant effect on TOTAL Z3. The TOTAL X2 regression coefficient of 0.699 ( $t = 11.309$ ;  $p < 0.001$ ) indicates that every one-unit increase in TOTAL X2 increases TOTAL Z3 by 0.699 units. The intercept of 4.038 ( $t = 6.131$ ;  $p < 0.001$ ) was also significant.

Table 10. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub>	(Intercept)	11.200	0.260		
43.035	< .001				
H <sub>1</sub>	(Intercept)	4.038	0.659		
6.131	< .001				
	TOTAL X2	0.699	0.062		0.721
11.309	< .001				

Thus, TOTAL X2 positively and significantly influenced the dependent variable, behavioral intention, indicating that subjective norms play a significant role in shaping people's behavioral intentions.

H9: Cognitive directly positively influences behavioral intentions

Model H1 showed a significant positive relationship with  $R = 0.795$  and  $R^2 = 0.633$ , meaning approximately 63.3% of the variance in TOTAL Z3 can be explained by TOTAL X3. Adjusted  $R^2 = 0.630$  indicates that the model remains stable and has good predictive power. The RMSE of 1.735 is lower than model H0 (2.851), indicating improved predictive accuracy.

The ANOVA test confirmed the model's significance ( $F = 203.237$ ;  $p < 0.001$ ), confirming that TOTAL X3 has a significant effect on TOTAL Z3. The TOTAL X3 regression coefficient of 0.762 ( $t = 14.256$ ;  $p < 0.001$ ) indicates that each one-unit increase in TOTAL X3 increases TOTAL Z3 by 0.762 units. The intercept of 3.660 ( $t = 6.628$ ;  $p < 0.001$ ) was also significant.

Table 11. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub>	(Intercept)	11.200	0.260		
43.035	< .001				
H <sub>1</sub>	(Intercept)	3.660	0.552		
6.628	< .001				
	TOTAL X3	0.762	0.053		0.795
14.256	< .001				

Thus, TOTAL X3 positively and significantly influences behavioral intention (TOTAL Z3), indicating that cognitive variables play a strong role in shaping people's intentions, and model H1 demonstrates substantial and reliable predictive power.

H10: Regulatory, Normative and Cognitive will indirectly influence behavioral intentions through attitudes towards actions

Model H1 performed very well with an R value of 0.931 and  $R^2$  of 0.867, indicating that approximately 86.7% of the variance in TOTAL Z3 can be explained by TOTAL Z1. The adjusted  $R^2$  of 0.866 confirmed the stability and relevance of the model. The RMSE of 1.044 was lower than that of model H0, indicating high predictive accuracy.

The ANOVA test showed that model H1 was statistically significant ( $F = 768.874$ ;  $p < 0.001$ ), indicating a significant effect of TOTAL Z1 on TOTAL Z3. The TOTAL Z1 regression coefficient of 0.899 ( $t = 27.729$ ;  $p < 0.001$ ) indicates that every one-unit increase in TOTAL Z1 increases TOTAL Z3 by 0.899 units. The intercept of 1.398 ( $t = 3.817$ ;  $p < 0.001$ ) was also significant.

Table 12. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub>	(Intercept)	11.200	0.260		
43.035	< .001				
H <sub>1</sub>	(Intercept)	1.398	0.366		
3.817	< .001				
	TOTAL Z1	0.899	0.032		0.931
27.729	< .001				

In conclusion, TOTAL Z1 has a positive and very strong relationship with TOTAL Z3. Model H1 is not only statistically valid, but also practically relevant, indicating that regulatory, normative, and cognitive indirectly influence behavioral intentions through attitudes toward action, with substantial and reliable predictive ability.

H11: Regulatory, Normative and Cognitive will indirectly influence behavioral intentions through Subjective Norms

Model H1 demonstrated excellent predictive performance with  $R = 0.850$  and  $R^2 = 0.722$ , meaning approximately 72.2% of the variance in TOTAL Z3 can be explained by TOTAL Z2. Adjusted  $R^2 = 0.720$  indicates that the model remains stable and is not significantly affected by the number of variables. The RMSE of 1.508 is significantly lower than H0 (2.851), indicating higher predictive accuracy.

The ANOVA test confirmed that model H1 is statistically significant ( $F = 307.082$ ;  $p < 0.001$ ), indicating a significant effect of TOTAL Z2 on TOTAL Z3. The TOTAL Z2 regression coefficient of 1.236 ( $t = 17.524$ ;  $p < 0.001$ ) indicates that every one-unit increase in TOTAL Z2 will increase TOTAL Z3 by 1.236 units. The intercept of 2.299 ( $t = 4.369$ ;  $p < 0.001$ ) was also significant.

Table 13. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub>	(Intercept)	11.200	0.260		
43.035	< .001				
H <sub>1</sub>	(Intercept)	2.299	0.526		
4.369	< .001				
	TOTAL Z2	1.236	0.071		0.850
17.524	< .001				

In conclusion, TOTAL Z2 has a very strong positive relationship with TOTAL Z3. Model H1 is not only statistically valid but also practically relevant, indicating that regulatory, normative, and cognitive factors influence behavioral intentions indirectly through subjective norms, with substantial and reliable predictive power.

H112: Regulatory, Normative and Cognitive will positively build behavioral intentions and give rise to community behavior in carrying out demonstrations

Model H1 demonstrated excellent predictive performance with  $R = 0.822$  and  $R^2 = 0.676$ , meaning that approximately 67.6% of the variance in TOTAL Z3 can be explained by TOTAL Y. Adjusted  $R^2 = 0.673$  indicates that the model remains stable even when adjusted for the number of variables. The RMSE of 1.629 is lower than H0 (2.851), indicating higher predictive accuracy.

The ANOVA test confirmed that Model H1 is statistically significant ( $F = 246.288$ ;  $p < 0.001$ ), indicating a significant effect of TOTAL Y on TOTAL Z3. The TOTAL Y regression coefficient of 0.384 ( $t = 15.694$ ;  $p < 0.001$ ) indicates that every one-unit increase in TOTAL Y will increase TOTAL Z3 by 0.384 units. The intercept of 1.698 ( $t = 2.724$ ;  $p = 0.007$ ) was also significant.

Table 14. Coefficients

Model	Unstandardized	Standard Error	Standardized	t	p
H <sub>0</sub>	(Intercept)	11.200	0.260		
43.035	< .001				
H <sub>1</sub>	(Intercept)	1.698	0.623		
2.724	0.007				
TOTAL Y		0.384	0.024		0.822
15.694	< .001				

In conclusion, TOTAL Y has a very strong positive relationship with TOTAL Z3. Model H1 indicates that regulatory, normative, and cognitive factors positively shape behavioral intentions, which then influence public behavior in protesting, with substantial and reliable predictive power.

## V. CONCLUSION

Based on the research results, the legitimacy of PT Lotte Chemical Indonesia's CSR plays a strategic role in suppressing the potential for demonstrations through regulatory, normative, and cognitive influences, both directly and indirectly through the attitudes and subjective norms of the community. Company compliance with regulations and standards shapes positive attitudes and subjective norms of the community, increasing the perception of corporate integrity and social responsibility. The alignment of CSR with community social values and expectations and the community's understanding of the relevance of corporate CSR also strengthens positive attitudes and subjective norms, thereby encouraging community support and reducing intentions to carry out negative actions such as demonstrations.

The analysis results show that community attitudes are the main mediator, with the highest R value in H10 of 86.7%, which confirms its central role in mediating the influence of CSR factors on community behavioral intentions. For further research, it is recommended to expand the sample and analyze differences in community responses based on demographics and explore the interaction of CSR with external factors such as government policies and NGO pressure. Practically, companies need to improve regulatory compliance, integrate community social values into CSR strategies, strengthen communication and community involvement, and develop mechanisms for measuring and reporting CSR impacts to strengthen legitimacy and encourage community support, thereby reducing the potential for demonstrations.

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