
**ASSESSING STAKEHOLDER PRESSURE AND ORGANIZATIONAL CULTURE ON
SOCIAL ACCOUNTING IN SHAPING THE REPUTATION OF TANGERANG REGENCY
CHEMICAL SECTOR ENTERPRISES**

Anna Sofia Atichasari^{1*} and Septantri Shinta Wulandari²

¹Department of Accounting, Faculty of Economics and Business, Syekh-Yusuf Islamic University, Indonesia

²Department of Accounting, Faculty of Economics and Business, Banten University, Indonesia

ABSTRACT

This study looks into the relationship between social accounting and the reputation of Tangerang Regency's Chemical Sector Enterprises. Social accounting practices, which include measuring and reporting social and environmental implications, are critical in defining an organization's reputation. The research examines how stakeholder pressure and organizational culture affect the adoption and implementation of social accounting practices in the chemical industry. Surveys and data analysis are used in the research technique to analyze the impact of social accounting on reputation. According to the findings, effective social accounting procedures improve openness, trust, ethical behaviors, stakeholder participation, and long-term sustainability. These methods set Chemical Sector Enterprises apart, resulting in a positive reputation and a competitive edge. The research focuses on the implications of social accounting on organizational reputation and makes recommendations for future research and practice. Overall, the study emphasizes the relevance of social accounting in establishing a positive reputation for Tangerang Regency Chemical Sector Enterprises, thereby contributing to their long-term success and sustainability.

Keywords: Stakeholder pressure, organizational culture, social accounting, enterprises reputation

INTRODUCTION

The firms in the chemical industry of Tangerang Regency are facing increasing pressure from various stakeholders to manage their social and environmental impacts (Nasution, 2021). Consumers, workers,

the government, communities, investors, and non-governmental organizations demand transparency, accountability, and social responsibility from chemical firms (Rahim & Alam, 2014). They anticipate that businesses will implement social accounting practices that comply with sustainability standards and provide transparent reporting on their operations' social and environmental impacts (Camilleri, 2017). Pressure from these stakeholders compels Tangerang Regency chemical firms to pay attention to and enhance their social accounting practices.

Moreover, organizational culture significantly impacts the development of social accounting practices (Kwarteng & Aveh, 2018). A strong culture encouraging social and environmental responsibility can motivate businesses to adopt and implement improved social accounting practices (Fasoulis & Kurt, 2019). The social accounting policies of a company will be influenced by a culture that promotes stakeholder engagement, transparency, and sustainability (Mahmood et al., 2019; Salvioni & Almici, 2020). A company's commitment to effective social accounting will be strengthened by an organizational culture that places a premium on social and environmental responsibility (Almeida & Coelho, 2019).

In Tangerang Regency, the influence of stakeholder pressure and organizational culture on social accounting practices affects the reputation of chemical firms. Companies that respond to stakeholder demands with transparent and exhaustive social accounting practices can establish a solid reputation as socially and environmentally responsible entities (Cho et al., 2015). In contrast, a lack of responsiveness or commitment to instituting social accounting practices can harm a company's reputation and diminish stakeholder confidence (Braam & Peeters, 2018). To design effective social accounting practices and establish a positive reputation, chemical industry firms in Tangerang Regency must thoroughly comprehend stakeholder pressure and a supportive organizational culture.

Although there has been considerable research on social accounting practices, the influence of stakeholders, and organizational culture, there is a lack of understanding about their interrelationships and the unique problems and opportunities encountered by chemical sector businesses in Tangerang Regency. More research is needed to determine how stakeholder pressure and corporate culture combine to impact the application of social accounting practices in this industry and location. This study intends to add to the current literature by investigating the impact of stakeholder pressure and organizational culture on social accounting practices in Tangerang Regency's chemical sector. It aims to provide insights into the local context while considering stakeholder perspectives and the prevalent organizational culture within chemical industry businesses. This new technique will improve our understanding of how stakeholder pressure and corporate culture influence social accounting implementation in this specific industry and location.

The following are the research objectives:

- 1) Examine the impact of stakeholder pressure on adopting and implementing social accounting practices in Tangerang Regency chemical sector enterprises.

- 2) Investigate the impact of organizational culture on incorporating social accounting into the operations and decision-making processes of Tangerang Regency chemical industry businesses.
- 3) Identify the obstacles and potential for Tangerang Regency chemical sector companies in implementing social accounting principles.
- 4) Examine the effects of stakeholder pressure and organizational culture on the reputation of Tangerang Regency chemical sector enterprises.
- 5) Provide ideas and instructions for Tangerang Regency chemical sector businesses to improve their social accounting practices and reputation.

This study intends to bridge the research gap, contribute to the existing literature, and provide practical insights for chemical industry businesses in Tangerang Regency by fulfilling these research objectives. The insights will assist these businesses in navigating stakeholder pressure, aligning their organizational culture with social accounting practices, and eventually improving their reputation and sustainability.

LITERATURE REVIEW

Esposito & Antonucci (2022) explain that the activity of measuring, reporting, and being accountable for the social and environmental implications of an organization's actions is referred to as social accounting. It goes beyond traditional financial accounting by including non-financial variables critical for evaluating a company's total performance and commitment to sustainable development (Almagtome et al., 2020). Social accounting considers the real influence of a company's operations on many stakeholders, such as employees, communities, consumers, suppliers, and the environment (Dong et al., 2014). It entails identifying, measuring, and disclosing social and environmental indicators that indicate the organization's social responsibility and attempts to prevent negative consequences and increase positive contributions (Stahl et al., 2020). Transparency, accountability, and sustainability are the fundamental goals of social accounting (Dillard & Brown, 2015). Its goal is to give stakeholders pertinent information that will help them to analyze the organization's social and environmental performance, make informed decisions, and hold the corporation accountable for its activities (Herremans et al., 2016). Social accounting encourages responsible business practices and drives positive change by incorporating social and environmental factors into reporting and decision-making processes (Amran et al., 2014).

Stakeholder pressure refers to numerous stakeholders' demands and expectations placed on an organization's social and environmental performance (Guerci et al., 2016). Customers, employees, communities, investors, regulators, and non-governmental organizations (NGOs) are all important stakeholders in developing the organization's approach to social accounting (Hall & O'Dwyer, 2017). On the other hand, organizational culture refers to an organization's common values, beliefs, standards, and behaviors (Bamidele, 2022). It has an impact on how choices are made, how people behave, and how the organization as a whole runs (Glick, 2013).

In terms of social accounting, stakeholder pressure can have a substantial impact on company culture (Cooper et al., 2014). When stakeholders demand openness, accountability, and responsible behaviors,

firms may be compelled to incorporate these values into their culture (Armstrong & Green, 2013). The organization's culture may prioritize social and environmental responsibility, resulting in a stronger emphasis on developing effective social accounting standards (Dillard & Brown, 2015). On the other hand, organizational culture significantly impacts how an organization responds to stakeholder demand (Chu et al., 2019). A strong and positive organizational culture prioritizes social and environmental responsibility is more likely to respond proactively to stakeholder requests (Pasricha et al., 2018). It could develop a culture of collaboration, involvement, and open communication with stakeholders, making incorporating their opinions into social accounting processes easier (O'Sullivan & O'Dwyer, 2015). Stakeholder pressure and organizational culture can also reinforce each other (Dai et al., 2018). Stakeholders' consistent requests for transparency and responsible practices can strengthen the existing corporate culture, resulting in the ongoing growth and strengthening of social accounting practices (González-Rodríguez et al., 2019). On the other hand, Ramus & Vaccaro (2017) assert that a supportive organizational culture that values social and environmental responsibility can build stakeholder relationships and boost their trust in the organization's commitment to social accounting. Organizations can improve their social accounting initiatives by aligning their beliefs, practices, and engagement methods by recognizing the relationship between stakeholder pressure and organizational culture. Developing a culture that values social and environmental responsibility and reacts to stakeholder expectations can lead to adopting more effective social accounting practices, ultimately benefiting both the firm and its stakeholders.

Social accounting is an important aspect of determining an organization's reputation (Kumar et al., 2022; Man, 2019; Men, 2014). Social accounting procedures demonstrate a company's commitment to responsible and sustainable operations by evaluating and reporting on its social and environmental implications (De Grosbois, 2016). Transparency increases stakeholder trust and fosters healthy connections (Parris et al., 2016). It also distinguishes the company from its competitors, attracting stakeholders that appreciate ethical behavior (Turyakira, 2018). Positive social accounting reports positively assess the enterprise's reputation, while a lack of transparency might harm it (Ramus & Vaccaro, 2017). A solid reputation founded on sound social accounting standards contributes to long-term viability and ongoing support from stakeholders. Social accounting contributes significantly to corporate reputation by encouraging trust, distinction, pleasant relationships, and long-term sustainability (Chen et al., 2015).

Based on the description above, the hypothesis we develop is as follows:

Hypothesis 1: Stakeholder pressure positively influences social accounting of chemical industry enterprises in Tangerang Regency.

Hypothesis 2: Organizational culture positively influences social accounting of chemical industry enterprises in Tangerang Regency.

Hypothesis 3: Effectively implementing social accounting practices positively influences the reputation of chemical industry enterprises in Tangerang Regency.

METHODOLOGY

This study will use a quantitative approach to collect and analyze data statistically. Surveys and corporate reputation assessments will be used to collect data. The demographic and sample for this study will be chemical industry companies in Tangerang Regency. A representative sample will be drawn at random from this demographic. The survey will collect data on the companies' social accounting practices. The survey questions will address the companies' measurement, reporting, and social accountability aspects using a Likert scale of 1 to 7 (1=strongly disagree to 7= strongly agree). Corporate reputation data will be gathered through assessments from many stakeholders, including customers, employees, investors, and the general public. The usage of rating scales will enable the collection of data that can be statistically examined. Survey data will be evaluated descriptively to show the social accounting methods used by enterprises in Tangerang Regency's chemical industry. Statistical correlation analysis will be employed to determine the relationship between social accounting practices and corporate reputation. It will provide an understanding of how social accounting practices affect corporate reputation. Data collection procedures and instruments will be thoroughly validated before use to ensure the research's validity and reliability. Furthermore, reliability measures such as Cronbach's alpha will be employed to verify the survey instrument's internal consistency. The analytic results will be thoroughly evaluated and compared to relevant theory and research. The results will be used to either support or refute the proposed hypothesis. This research aims to understand the relationship between social accounting practices and business reputation in Tangerang Regency's chemical industry. This study can help companies in the chemical industry improve their social accounting procedures and boost their reputation among stakeholders.

FINDINGS AND DISCUSSION

After establishing the model's validity, as shown in Table 1, 145 participants were included in evaluating the structural model. The purpose was to determine the significance of the path coefficients. Table 2 displays the regression weights of the structural model and Table 3 explains that all the proposed hypotheses have been accepted.

Table 1. Confirmatory factor analysis with reliability and validity statistic

Construct	Items	Outer Loading	Cronbach's Alpha	rho_A	CR	AVE
Stakeholder Pressure	STHP1=Stakeholders expect the company to reduce its negative environmental impact in its operations proactively	0.945	0.944	0.963	0.964	0.899
	STHP2=Local community groups emphasize the significance of participation in the company's plant relocation decision-making process	0.966				

	STHP3=Investors emphasize the importance of company transparency in disclosing information about sustainability practices and corporate governance	0.933				
Organizational Culture	ORCL1=Employees perceive a strong sense of belonging and commitment to the company, reflecting a positive organizational culture	0.858	0.728	0.726	0.846	0.647
	ORCL2=Collaboration and the dissemination of knowledge is embraced and valued, establishing a culture of partnership and invention	0.805				
	ORCL3=Organizational choices and behaviors consistently align with the company's declared values, showing a clear connection between culture and beliefs	0.746				
Social Accounting	SOAC1=The organization clearly defines social accounting rules and processes to assess and report on its environmental and social performance	0.803	0.788	0.836	0.864	0.680
	SOAC2=The organization offers extensive and comprehensive disclosures on its effects on society and the environment, providing specific data and details	0.824				
	SOAC3=All stakeholders are engaged in the social accounting procedure, giving feedback and input on the firm's social and environmental efforts	0.846				
Enterprises Reputation	ENRP1=Stakeholders regard the enterprise as reliable and trustworthy, reflecting its favorable reputation	0.925	0.888	0.890	0.931	0.820

ENRP2=The firm's identity is broadly acknowledged and regarded in the industry, implying its excellent reputation
 ENRP3=Stakeholders indicate an elevated degree of happiness with and commitment to the enterprise, confirming the business's positive commerce reputation

Table 2. Fornell-Larcker Criterion

Construct*)	ENRP	ORCL	SOAC	STHP
Enterprises Reputation	0.905			
Organizational Culture	0.581	0.804		
Social Accounting	0.648	0.569	0.824	
Stakeholder Pressure	0.471	0.412	0.461	0.948

*) STHP=Stakeholder Pressure; ORCL=Organizational Culture; SOAC=Social Accounting; ENRP=Enterprises Reputation

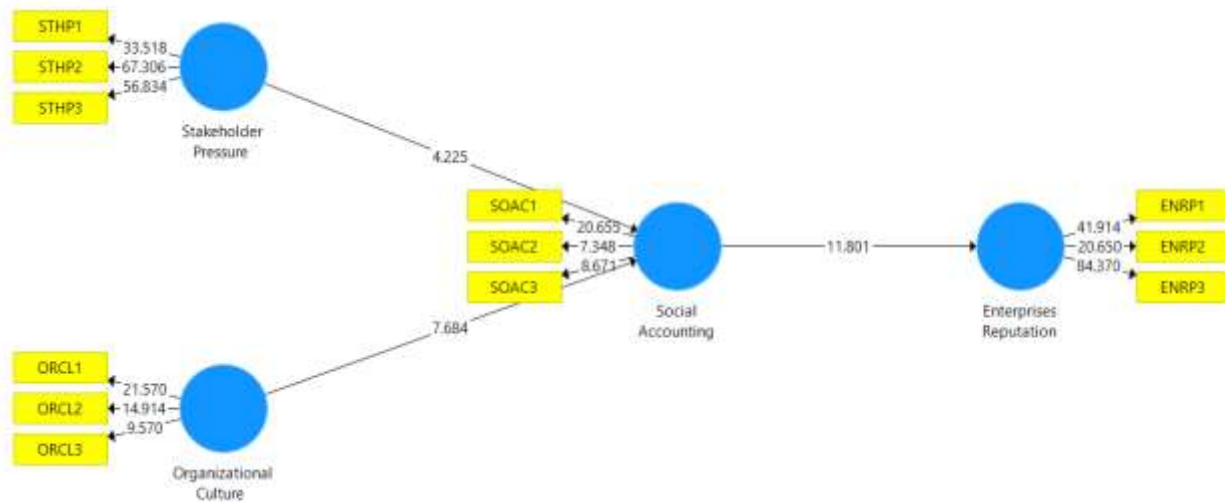


Figure 1. Bootstrapping Analysis

Table 3. Path Analysis

Hypothesis	Construct*)	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
H1	STHP -> SOAC	0.273	0.065	4.225	0.000	Confirmed
H2	ORCL -> SOAC	0.456	0.059	7.684	0.000	Confirmed
H3	SOAC -> ENRP	0.648	0.055	11.801	0.000	Confirmed

*) STHP=Stakeholder Pressure; ORCL=Organizational Culture; SOAC=Social Accounting; ENRP=Enterprises Reputation

Stakeholder pressure has a major and diverse impact on social accounting practices. Customers, employees, communities, investors, and regulatory authorities can pressure firms to prioritize and develop their social accounting activities. Stakeholder pressure frequently forces firms to embrace openness, accountability, and long-term practices. They must implement comprehensive social accounting systems, measure and disclose their social and environmental impacts, and actively engage stakeholders to resolve their concerns. Organizations can improve their reputation as socially responsible enterprises and create trust with their stakeholders by responding to stakeholder demand. Stakeholder pressure on social accounting procedures is critical in supporting responsible corporate practices, producing good social and environmental benefits, and ultimately favorably changing firms' reputations.

Organizational culture significantly impacts the implementation and impact of social accounting practices within a company. The prevalent culture influences employee values, attitudes, and behaviors, which shapes the organization's approach to social accounting. A company culture that promotes social and environmental responsibility fosters the development and integration of social accounting practices. It actively motivates employees to participate in social accounting activities and develops a sense of shared purpose. Furthermore, an open communication and transparency culture promotes collecting and reporting social accounting data, ensuring a complete and accurate depiction of the organization's social and environmental impacts. Furthermore, a business culture that values stakeholder engagement and accountability encourage stakeholders to participate meaningfully in social accounting. It values individual viewpoints and encourages a collaborative approach to addressing social and environmental issues. Furthermore, through fostering learning, innovation, and the refinement of measurement methodologies, an organizational culture prioritizes continuous improvement and enhances the success of social accounting procedures. It fosters a culture of accountability and aids in incorporating social accounting factors into decision-making processes. In conclusion, organizational culture substantially impacts the implementation, outcomes, and impact of social accounting practices, shaping the organization's reputation as a socially responsible and sustainable institution.

Social accounting procedures have a significant impact on the reputation of Tangerang Regency Chemical Sector Enterprises. Transparent reporting of social and environmental repercussions can help these

businesses gain confidence and improve their reputation among stakeholders. They can be socially and ecologically responsible organizations by committing to responsible practices. The participation of stakeholders in the social accounting process boosts the reputation of these businesses by demonstrating that their interests and concerns are taken into account. Furthermore, good social accounting processes contribute to Chemical Sector Enterprises' long-term sustainability, confirming their status as forward-thinking and ecologically conscientious entities. This dedication to transparency, accountability, stakeholder involvement, and sustainability distinguishes these businesses and positions them as industry leaders. Finally, the reputation of Chemical Sector Enterprises in Tangerang Regency is heavily influenced by their adoption and execution of strong social accounting standards, demonstrating their commitment to sustainable and socially responsible company operations.

CONCLUSION

There is a clear link between social accounting and the reputation of Chemical Sector Enterprises in Tangerang Regency. Effective social accounting practice implementation increases transparency, creates trust, promotes responsible behaviors, fosters stakeholder engagement, adds to long-term sustainability, and distinguishes firms from their competitors. Enterprises can use social accounting to demonstrate their commitment to tackling social and environmental challenges, boosting their reputation as socially responsible businesses. This favorable reputation attracts stakeholders that respect responsible business practices and adds to the organization's long-term success.

Implication

The findings emphasize the need of developing and implementing strong social accounting procedures in the chemical industry. Engaging stakeholders, encouraging openness, and incorporating sustainability factors into decision-making can benefit businesses. By embracing social accounting, organizations can improve their reputation, develop stakeholder confidence, and gain a competitive advantage. Furthermore, a good reputation can improve customer loyalty, employee happiness, investor trust, and community support.

Limitation and Future Recommendations

The study is limited to the chemical sector in Tangerang Regency, which may limit the findings' applicability to other industries or regions. Furthermore, the study is based on self-reported data, which may contain biases or mistakes. Future studies should use numerous data sources and qualitative methodologies better to grasp the interplay between social accounting and reputation. Based on the findings, several recommendations for future studies and practice can be made. For starters, longitudinal research would shed light on the long-term effects of social accounting techniques on reputation and organizational performance. Second, investigating the viewpoints of various stakeholder groups on social accounting may provide a more thorough knowledge of its impact. Third, investigating the exact processes by which social accounting practices influence reputation, such as stakeholder engagement methods or communication channels, would offer firms actionable information. Finally, firms should constantly enhance their social accounting procedures by implementing new frameworks and norms, integrating data

gathering and reporting technology, and cultivating a culture of responsibility and sustainability.

Finally, the effective adoption of social accounting principles has a favorable impact on the reputation of Tangerang Regency Chemical Sector Enterprises. These practices improve transparency, responsible practices, stakeholder participation, and long-term sustainability, resulting in a positive reputation. However, further research and continual development are required to increase our understanding of the relationship between social accounting and reputation and improve procedures in the chemical sector and beyond.

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