INFLUENCE OF CAMPUS FACILITIES, THE IMPLEMENTATION OF THE UNIVERCITY SOCIAL RESPONSIBILITY (USR), HUMAN RESOURCE DEVELOPMENT (HUMAN RESOURCES) TO THE CAMPUS IMAGE WITH MEDIA RELATIONS AS VARIABLE INVERVENING

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Abstract: The availability of facilities in the educational institutions encourages the realization of a conducive learning process, no exception for universities as a place to develop scientific knowledge. Colleges have a socially, economic responsibility for the environment to be the mindset and culture of the Organization. The university's social responsibility for the activities and behaviors of institutions has an impact on society. These responsibilities should be able to minimize negative impacts and support sustainable development. This research uses a sample of research of 103 people consisting of structural officials, and the management of Hima PROGDI the Environment University PGRI Adi Buana Surabaya. The results of this study showed that there is a partial positive influence among Varianel campus facilities, Univercity Social Responsibility (USR), on media relation, while human resource development variables do not have a response to the media relation and image of the campus and there is a correlation between campus facilities variables, Univercity Social Responsibility (USR), human resource development, on campus imagery with media relation.

Keywords: *Campus facilities. USR (Univercity Social Responsibility), human resources development, campus image, Media Relations*

1. Introduction

The availability of facilities and infrastructure in an institution is a very important role in supporting the smooth activities. Complete facilities in the educational institutions also encourage the realization of a conducive learning process, no exception for universities as a place to develop scientific knowledge. Facilities should also be balanced by the utilization by the use of the students of the Akademika (lecturer and student). https://www.depokpos.com/2018/01/fasilitas-kampus-yang-baik-mewujudkan-prestasi-yang-unggul//Indicators. The indicators of facilities are six, namely spatial considerations/planning, Room plan, fixtures/furniture, lighting and color, graphically delivered messages, and supporting elements. Facilities are the benchmark of all services provided, and very high influence on customer satisfaction. Because with the level of facilities are also very easy for customers in activities and comfortable to use the facilities available. (Budiyono, and Sutianingsih 2021). Adequate educational facilities should be balanced with the active role of lecturers and students in optimizing their use. Therefore, the maximum results can be achieved by the students. https://edukasi.kompas.com/read/2013/05/20/15222987/pentingnya.fasilitas.pendidikan.yang.memadai.

Social responsibility of the college to the community and the environment, the implementation of social responsibility is in the implementation of Tridharma colleges, in the field of community service (Subagyo and Silalahi (2014). In raising the quality of life of society, in the organization and in the company need to consider the ethical, legal, commercial and expectations aspects of the community (Sumadi and Santoso, 2022). Social, economic and environmental responsibilities need to be the mindset and culture of the organization or business venture. Activities at the university have a social impact around the area can be known

by the Coorpoorporat Social Responsibility (CSR) approach (Topal: 2009). It is intended for the management of the unversity to minimize the negative consequences so as to contribute to sustainable development, the social responsibility must be implemented by the legislation involving the stakeholders (Vallaeys; 2013). The university social Responsibility (USR) is a social responsibility of the university, essentially an ethical policy affecting the quality of the performance of the collegiate Civitas in universities that includes the entire College of Collegiate civitas (Maylia Pramono Sari and Paulus Basuki Hadiprajitno, 2013:178 in Widhiyanti Astiti, 2014). Implementation of community service Program with funding from Internal campus and external campus. Based on this, the authors do research on the influence of campus facilities, the implementation of the USR program (univercity Social Responsibility), the development of human resources on campus image through media relations as variable invervening.

2. Literature Review
Campus Facilities
Facilities are all things intentionally provided by the service provider to be used and enjoyed by consumers who aim to provide a maximum level of satisfaction. Facilities are all according to the physical equipment provided by the service vendor to support consumer convenience (Kotler, 2009:45). Design and layout of service facilities closely associated with the establishment of customer's preconception. Some types of services, the conception that is formed from the interaction between customers and facilities affect the quality of the service in the eyes of customers (Indra Lila, 2021).
Various facilities:
a. Training Center aims to provide training services and professional certification for students and professionals in order to improve competency in certain profession field
b. Career development and Entrepreneurship Center, various information about the world of work in accordance with the competencies learned is very helpful to bridge students to careers
c. UPT language and culture, serves to support the main objectives of the Institute in the context of extra-curricular study that is expected to meet the gap of English competency deficiency in curricular pathways. Overseas.
d. Library as Learning Resource Center
e. Sports facilities as a means of coaching students other than in the academic field.
f. meetinghouse
g. Student dormitories become a means of personality development, increased discipline and social care of students on campus
h. Adequate mosque/place of worship
i. Health care Center for the community and General Civitas.

Univercity Social Rersponsibility (USR)
The universicity Social responsibility is a campus policy as a social responsibility to the Community and its environment, the activities undertaken by the University's collegiate Civitas with the support of stakeholders and from the external parties through the establishment of Tri Dharma College, especially in the field to the community in a structured or incidental manner through activities based on the interactive dialogue with the community in helping to produce sustainable human development (Maylia Pramono Sari and Paul Basuki Hadiprajitno , 2013:178).

Univercity Social Rersponsibility (USR) implementation:
a. Environmental awareness, there is an environmental awareness from the college through the implementation of Green Accounting based on the University Social Responsibility conducted in the community

b. Environmental Involvement, there are activities to implement green accounting based on USR as a form of direct involvement of the university in the surrounding environment conducted by a special team from the University with planning, implementation and evaluation of programmatic activities and measured efftivity of the implementation.

c. Environmental Reporting, all activities undertaken by the team will be made an implementation report as a form of accountability to the university and society as a form of disclosure of material and relevant information about the college.

d. Environmental Auditing, to ensure that the performance of the environmental conservation Progam has been conducted effectively and efficiently required environmental performance audit. The effectiveness of the implementation of activities can be measured through instruments created and then based on the answers and environmental performance audit reports from the University. (Joko Susilo: 2008:154) and research Maylia Pramono Sari and Paul Basuki Hadiprajitno: 2013:179)

The theory of Cycle Relations Model
Cycle in this model means that the relationship between actors is a relationship that supports each other and support and shows the cycle of activities, in this case is CSR activities conducted by the universities as follows
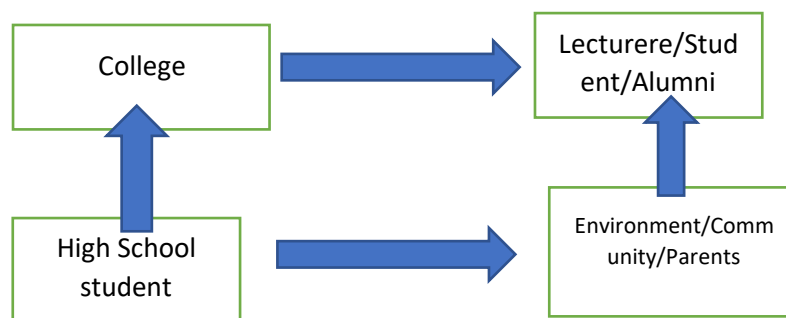
Picture.1. *Cycle Relations Model*
Source : Wijaya Dan Krismiyati (2014) modified

Human resources development (HRD)
Human resources development is all activity undertaken by the Organization in facilitating employees to have the knowledge, skills, and/or attitudes needed in dealing with current or future work. The activities in question, not only in the educational and training aspects, but concerning the career aspects and organizational development.

Activities that can be done by an organization for the development of manpower include: training and education, job rotation, delegation, promotion, concept of human resources development, transfer, counseling, conferences (Manullang),
The development types are grouped into two types:

a. Informal development is the desire and effort of the employee himself to train and develop himself by studying literature books that have to do with his work or office.

b. Formal development of formal development that is the employees assigned by the company to follow the education or exercise, both the company and that is conducted by the institutions or training. Budiyono and Kristiyanti (2020) show emotional intelligence and intellectual intelligence affect student learning achievement. The formal development of the company is due to the demands of current or future work, which is a non-career or increased career of a Hasibuan employee (2008:72)

Campus image
Assessments conducted from external parties to a university/campus assessment are usually based on achievements of academic and non academic fields that have been achieved, facilities and activities for community and other campus factors at a certain period, positively

Building a positive image of the board:
a. Optimizing the development services of softskills, advocacy and information to students
b. Cultivate scientific culture both internal and external BEM Unj
c. Build communication with all elements both internal and external campuses
d. Active role in addressing social, political and societal dynamics by making the organization as a campus motor
e. Good relations with community leaders, government
f. Sense of pride in the organization
g. Mutual understanding with internal and external target community https://danyforpresident.wordpress.com/segores-pena/membangun-citra-positif-lembaga-dengan-mengoptimalkan-pelayanan-pengembangan-softskill-advokasi-dan-informasi-kepada-mahasiswa/

3. Research Framework

Analysis of the data used in this study with Path analysis method/path analysis. Through this method is expected to be used for the influence of campus facilities, the implementation of the USR program (univercity Social Responsibility), the development of human resources to the image of the campus through media relations as a variable invervening at the university PGRI Adi Buana Surabaya
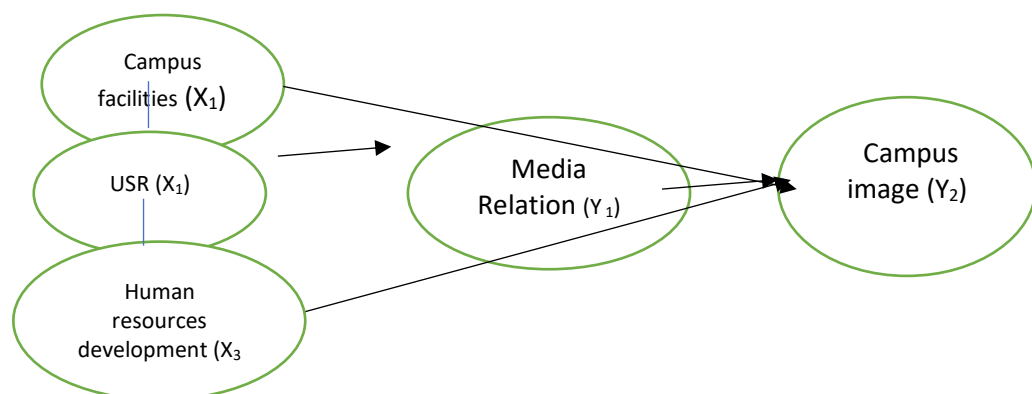
Picture 2. Data analysis method

Variables and variable operational definitions

No	Variables	variable operational definitions
1.	Campus facilities (X_1)	1. Availability of lecture rooms and learning resources 2. Availability of sports facilities 3. Meeting Room Availability 4. Availability of worship facilities 5. Availability of health facilities 6. Green Open Space Availability
2.	Univecity Sosial Responsibility (USR) (X_2)	1. Open employment opportunities for the surrounding environment 2. Mamberi business opportunities for the surrounding environment. 3. Allocate funds for the surrounding environment 4. Scholarships 5. The budget of social funds for employees 6. Environmental Conservation Program created

		7. Managed waste
		8. Minimizing the air pollution, noise
		9. Cultural preservation
2.	Human resources development (X_3) (X_3)	1. Training 2. On the job training 3. Promotion 4. Position rotation 5. Counseling
3	Media Relation (Y_1)	1. Utilize media time 2. In conducting activities covered by the media 3. There is cooperation with the media 4. Cooperation with the media in campus activities 5. Involve media in activities
4	Campus image (Y_2)	1. Introducing the Campus 2. Awareness of the surrounding environment 3. Creating images for the Civitas Akademia 4. There is a comfortable situation on campus 5. Communication with the community and users 6. There is support from the community for university 7. Extension of the Society 8. There is cooperation of the unversity in maintaining environmental security

4. Case Study

Research instrument Testing

The results of the validity and reliability test are

a. The validity test result shows the table value of Corrected Item-Total Correlation R is 0.1622 (db = 103-1) so that the value is greater than the table value then it can be said to be valid.

b. Results of reliability test obtained result, Cronbach's Alpha amounted to 0.984 for the campus facilities, 0.842 for the univercity social Responsibility of 0.842, for the of human resources development for 0.899, for the Media Relation for 0.838 and for the kamous Citra of this 0.907 is greater than R table 0.1630 This can be said that the research instrument can be used due

2. Classic assumptions are

a. Test heteroskedastisity, the results of the analysis shows the value of Sig Level 0453 > α (0.05), which is free heterokedasitas, this means that the regression model occurs variance inequality from the residual of one observation to the other observation results showed the value of Sig Level 0453 > α (0.05) that is free Heterokedasitas.

b. Test normality, test normality indicates the significance value 0.16 > 0.05 indicates the data in this study is distribution normally.

c. autocorrelation test, calculated result shows the value of Durbin-Watson test 1,893, when compared with dU and dL values in Durbin-Watson table with 5%, N 103, and K-3 sign status criteria. From these criteria will be obtained the value dU 1,579 so that it can be deduced does not occur autocorrelation.

Research and discussion results

To analyse such data can be divided into 2 equation structures:

1. $Y_1 = PY_1 X_1 + PY_1 X_2 + PY_1 X_3$

2. $Y_2 = PY_2 X_2 + PY_2 X_2 + PY_2 X_3$

Where:
X_1 = Campus Facilities
X_2 = USR
X_3 = Human resources development
Y_1 = Media Relation
Y_2 = Campus Image

Data analysis on equation structure I:

1. Regression analysis Results

   To see the influence between Varianel campus facilities, USR, human resource development, media relation and campus image in the value of R Square. From that table the value of Square (R^2) is 0, 929 this means that the influence between Varianel campus facilities, USR, human resource development, media relation to the campus image of 92. 9% included in high category, meaning that the varianel of campus facilities, USR, human resource development, media relation effect on the campus image of 92. 9% of the remaining 7% is influenced by other factors outside of the factors in this study, this outcome is in line with Lina Sinatra Wijaya, Krismiyati; 2016; Topal, R. S. (2009).

2. Hypothysis test results, hypotheses filed in this study are between campus facilities, the implementation of the university social Responsibility and human resource development influence on media relations at the University Pgri Adi Buana Surabaya. From the calculation of data obtained by the result of the rate of 0.00 is smaller than 0.05 (the level of the rate of Table 0.00 < 0.05) then the hypothesis that reads between the campus facilities, the implementation of social responsibility University and human resources development affect the image of the campus with Media Relations at the university PGRI Adi Buana Surabaya received.

3. Relationship between variables, to see the relationship in partial between the research variables, based on the results of data analysis compared with the F table in the study the number of free variables there are 3 and the number of samples there is 103, then the DF1 is 3 and DF 2 is 103-3-1 equal to 99.

Based on the results of data analysis will be further discussed can be known that the hypothesis:

a. There is a relationship between campus facility, to Media Relation, based on data analysis results known T count 17,364, the significance level of 0.05 obtained result 1.66039, this means T research 17,364 > T table 1.66039 then hypothesis accepted means there is a relationship between campus facilities, to Media Relation. It is in line with Dewandi, Yulizar Kasih, Idham Cholid; Indra Lutfi Sofyan [1], Ari Pradhanawati [2] & Hari Susanta Nugraha (2013).

b. There is a variable relationship of the implementation of the university social responsibility to Media Relation based on the results of data analysis known T count-5,137, the significance level of 0.05 obtained result 1.66039, this means T research-5,137 < t Table 1.66039 then the hypothesis rejected means there is no link between the implementation of the university social responsibility to Media Relation. The results of this study in line with R. S. (2009); Widhiyanti Astiti (2014).

c. There is a link between human resources development with Media Relation based on data analysis result known T count 6,864, the significance level of 0.05 obtained result 1.66039, this means T research 6,864 > T table 1.66039 then accepted hypothesis means that there is acceptable relationship between human resource development to Media Relation.

4. Variable Intercorrelation

a. Correlation between campus facilities and the implementation of the USRy, based on the results of data analysis obtained results 0.800, based on these criteria shows a very strong correlation between the campus facilities with the implementation of the university social responsibility, the Penelitia is in line with Geta Ambartiasari, Abdul Rahman Lubis, Syafruddin Chan (2017); The University of the same (2017)

b. Correlation between campus facility and human resource development based on data analysis results obtained by results 0, 914 based on this criterion indicates a very strong correlation between the campus facilities and the development of human resources,

c. The correlation between the implementation of the university social responsibility with media relations based on the results of data analysis obtained by 0.831, based on this criterion indicates a very strong correlation between the university social responsibility with the media relation Hasi in line with Lina Sinatra Wijaya, Krismiyati; 2016; Topal, R. S. (2009)

$$\text{Equation structure I } = Y_1 = 0{,}646 \, X_1 + {-}.0{,}799 \, X_2 + .0{,}382 \, X_{3+} \, 0, \, 929$$

Equation analysis on the equation structure 2

1. Regression analysis, regression analysis results Square value (r2) is 0.929 This means that the influence between Varianel campus facilities, USR, human resources development, media relation to the campus image of 92. 9% included in high category, meaning that the varianel of campus facilities, USR, human resource development, media relation effect on the campus image of 92.9% the remainder of 7.1% is influenced by other factors outside the factor in this study.

2. Hypothesis testing, in this research the hypothesis proposed is between the campus facilities, the implementation of the university social Responsibility and human resources development has an effect on Media Relations as variable Invervining at PGRI University Adi Buana Surabaya. The result of data analysis obtained the result of the rate of 0.00 is smaller than 0.05 (the capacity of Table 0.00 < 0.05) then the hypothesis that reads between the campus facilities, the implementation of the university social Responsibility and human resources development effect on the campus image at PGRI University Adi Buana Surabaya received.

3. The relationship between variables, to see the relationship partially between the research variables by looking at the results of data analysis compared to the F table in the study the number of free variables there are 3 and the number of samples there is 103, then the DF1 is 3 and DF 2 is 103-3-1 equal to 99.

Based on the results the data analysis will be discussed further, it can be known that the hypothesis:

a. There is a relationship between campus facilities, to Citra campus, based on data analysis results known T count 17,364, the significance level of 0.05 obtained result 1.66039, this means T research 17,364 > T table 1.66039 then hypothesized acceptable means there is a relationship between campus facilities, to campus image.

b. There is a link between implementing the university social responsibility towards Citra campus. Based on the data analysis results known T-count-5,137, the significance level of 0.05 obtained the result 1.66039, this means T research-5,137 < t Table 1.66039 then the hypothesis rejected means that there is no link between implementing the university social responsibility of the Citra campus Hasi is in line with Lina Sinatra Wijaya, Krismiyati; 2016; Widhiyanti Astiti (2014). B. There is a relationship between human resources development to the campus image based on the data analysis results known T count 6,864, the significance level of 0.05 obtained results 1.66039, this means T research 6,864 > T table 1.66039 then the accepted hypothesis means that there is a relationship between human resources development to the campus image.

Correlation between variables

To analyze the correlation between campus facilities variables, the implementation of the university social Responsibility and human resources development influence on the image of the campus with Media Relations as variable Invervining in the university PGRI Adi Buana Surabaya obtained results:

a. Correlation between campus facilities and the implementation of the university social responsibility, based on the results of data analysis obtained 0.800 results, based on this criterion indicates a very strong correlation between the campus facilities with the implementation of the university social responsibility,

b. Correlation between campus facility and human resource development based on data analysis results obtained by results 0, 914 based on this criterion indicates a very strong correlation between the campus facilities and the development of human resources,

c. The correlation between the implementation of the university social responsibility with media relation based on the results of data analysis obtained results 0, 946 * *, based on these criteria showed a very strong correlation between the university social responsibility with media relation. With Lina Sinatra Wijaya, Krismiyati (2016), Topal, R. S. (2009)

d. The correlation of the implementation of the university social responsibility with the campus image based on the results of data analysis obtained by results 0, 829 * *, based on this criterion showed a very strong correlation between the implementation of the university social responsibility with the image of the campus this results in line with Hermansyah Andi Wibowo (2016), Widhiyanti Astuti: 2014

e. The correlation of media relation with the campus image based on the results of data analysis obtained results 0, 756 based on this criterion indicates a very strong correlation between media relation with the campus image

   The equation structure 2 =. $Y_2 = 0,199 X_1 + -0,354 X_2 + 0,267 X_3 + 0,929$
   .

5. Conclusion

4.1 Results of partial analysis:

a. There is a partial positive influence among Varianel campus facilities, USR, on media relation, while human development variables are not based on media relation.

b. There is a partial positive influence between the campus facility Varianel, USR, on the campus image, while the human development variables are not on the campus image.

c. There is a high influence stimulated between Varianel campus facilities, USR, human resources development, media relation

4.2 Stimulation results on the analysis:

a. There is an influence between Varianel campus facilities, USR, human resource development, media on campus imagery.

b. There is a high correlation between the campus facilities, the implementation of the university social responsibility, the development of human resources with media relation.

c. There is a high correlation between campus facilities, university social responsibility implementation, human resource development with campus image.

Acknowledgements

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