The Impact of CSV, SDGs, and SROI on Sustainability Performance in ASSRAT 2024 Award-Winning Companies

Uhti Noer Choliza Safitri[1], Ida Bagus Ketut Bayangkara[2]
[1,2.] Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya, Indonesia
E-mail: 1222200097@surel.untag-sby.ac.id[1] bhayangkara@untag-sby.ac.id[2]

Abstract

This study aims to analyze the impact of Creating Shared Value (CSV), the achievement of Sustainable Development Goals (SDGs), and the Social Return on Investment (SROI) on sustainability performance in companies receiving the Asia Sustainability Reporting Rating (ASSRAT) award in 2024. The research employs a quantitative approach with an explanatory design. The sample consists of 15 companies selected purposively. Secondary data was obtained from sustainability reports and annual reports of the companies. The data analysis techniques used include validity and reliability tests, Pearson correlation, and multiple linear regression with the help of SPSS software. The results show that, collectively, CSV, SDGs, and SROI significantly contribute to sustainability performance, with a coefficient of determination of 93.4%. Individually, CSV has a dominant and significant influence, while SDGs contribute positively but are not statistically significant. SROI shows a weak and insignificant effect. Furthermore, multicollinearity among the independent variables was found. This study provides empirical contributions to sustainability management research in Indonesia, particularly for companies actively involved in sustainability reporting. The findings can serve as a foundation for strengthening CSV and SDGs strategies within the corporate sustainability framework.

Keywords: Creating Shared Value (CSV), Sustainable Development Goals (SDGs), Social Return on Investment (SROI), Sustainability Performance

INTRODUCTION

In the era of globalization, marked by an increased awareness of social and environmental responsibility, sustainability issues have become an essential element in formulating corporate business strategies. Companies are not only required to achieve financial goals but are also expected to create long-term, sustainable, and inclusive value for all stakeholders. To address this challenge, companies need to adopt strategic approaches that are not only profit-oriented but also have a positive impact on society and the environment. One such rapidly developing approach in the last decade is Creating Shared Value (CSV), a strategic management concept that integrates the creation of both economic and social value through product innovation, supply chain optimization, and local community empowerment as part of a sustainable business strategy.

In addition to CSV, companies are also encouraged to contribute to the achievement of the Sustainable Development Goals (SDGs) initiated by the United Nations. The SDGs provide a global framework that can be integrated into corporate planning and operations to generate measurable social, economic, and environmental impacts. Through this integration, companies can demonstrate their active role in addressing global challenges such as poverty, food security, sustainable energy, and climate change. However, the implementation of SDGs in the corporate sector requires long-term commitment, supported by accurate and consistent reporting systems.

On the other hand, the Social Return on Investment (SROI) approach has become an important tool in measuring the effectiveness and efficiency of social programs run by companies. SROI provides a quantitative measure of the social value generated from each unit of investment, enabling companies to assess whether their social activities deliver accountable economic benefits in addition to the moral value created. Nevertheless, the implementation of SROI in Indonesia still faces various challenges, especially related to the complexity of measurement and limited access to relevant data.

Considering the importance of these three approaches in supporting corporate sustainability strategies, it becomes relevant to study the relationship between CSV, SDGs, and SROI in influencing corporate sustainability performance. This study uses secondary data from 15 companies that received the Asia Sustainability Reporting Rating (ASSRAT) award in 2024, an award given to entities recognized for their outstanding performance in sustainability reporting. The study uses several indicators, including the number and type of CSV programs, the alignment of company activities with SDGs, the ratio and number of SROI projects, and sustainability performance indicators such as emission reductions, achievement of Key Performance Indicators (KPIs), and environmentally friendly investments.

The research question addressed in this study is how the impact of Creating Shared Value (CSV), SDG achievement, and Social Return on Investment (SROI) affect the sustainability performance of ASSRAT 2024 award-winning companies. The main objective of this study is to empirically analyze the extent to which these three variables influence sustainability performance, both individually (partially) and collectively (simultaneously). The results of this study are expected to contribute to the development of scientific research in the field of sustainability management, as well as serve as practical guidelines for companies in formulating more structured, measurable, and impactful sustainability strategies.

METHOD

This study uses an explanatory quantitative approach to examine the causal relationships between the variables under investigation: Creating Shared Value (CSV), the achievement of Sustainable Development Goals (SDGs), Social Return on Investment (SROI), and Sustainability Performance in companies that received the ASSRAT Winner 2024 award. The population of this study consists of companies that received the ASSRAT 2024 award, with a

purposive sampling method applied to select 15 companies based on significant sustainability performance criteria. The independent variables in this study are CSV, SDG achievement, and SROI, while the dependent variable is sustainability performance, measured using ESG (Environmental, Social, and Governance) indicators. The data used in this study is secondary data obtained from the companies' annual reports, sustainability reports, and other secondary data sources. The data analysis techniques applied using SPSS include validity and reliability tests to ensure data consistency, multiple regression analysis to examine the impact of the independent variables on sustainability performance, and correlation analysis to determine the relationship between CSV, SDGs, SROI, and sustainability performance. Additionally, significance tests are conducted to assess whether the effects found are statistically significant. This research methodology is expected to provide insights into the impact of CSV, SDGs, and SROI on sustainability performance in ASSRAT 2024 award-winning companies, as well as the contribution of each variable to the overall sustainability of the companies.

RESULTS AND DISCUSSION
Validity Test

Based on the validity testing results, all indicators for the Creating Shared Value (CSV), Sustainable Development Goals (SDGs), and sustainability performance variables show significant relationships between items, with significance values below 0.01. This indicates that each of these indicators is valid and can accurately represent its respective construct. The CSV variable, which consists of aspects such as programs, partners, revenue, and recognition, shows very high correlations, with Pearson coefficients ranging from 0.650 to 1.000. Meanwhile, some data for the SDGs indicators could not be calculated due to constant variables; however, correlations between sub-indicators like SDGs Program, SDGs Strategy, and SDGs GRI still show significant relationships at the 5% and 1% levels. On the other hand, for the SROI variable, there is only a weak correlation between indicators, with a correlation coefficient of 0.134 and a significance value of 0.635, indicating that it is not statistically significant.

Table 1. Results of Validity Test: Correlation Between Indicators

Correlation				
	CSV	SDGs	SROI	Kinerja Keberlanjutan
Sig	<0,01	<0,01	<0,01	<0,01
Valid	Valid	Valid	Valid	Valid

Reliability Test

The reliability test is conducted to examine the consistency between variables within each construct. The results show that all variables have Cronbach's Alpha values above 0.70, indicating that the instruments have high reliability. CSV has the highest reliability value at 0.902, followed by sustainability performance at 0.907. The SDGs and SROI variables have values of 0.777 and 0.714, respectively, which means they are still within the reliable category and can be used for measurement in this study.

Table 2. Results of Reliability Test

Correlation				
	CSV	SDGs	SROI	Kinerja Keberlanjutan
Cronbach's Alpha	0,902	0,777	0,714	0,907
Reliabel	Reliabel	Reliabel	Reliabel	Reliabel

Correlation Test

The results of the correlation test show that the CSV variable has a very strong relationship with sustainability performance, with a correlation coefficient of 0.955 and a significance of 0.000. Similarly, the SDGs variable shows a strong and significant correlation with sustainability performance, with a value of 0.853 and a significance of 0.000. On the other hand, the SROI variable does not show a significant relationship, with a correlation value of 0.240 and a significance of 0.389, indicating that its contribution to sustainability performance is relatively weak in this study.

Table 3. Results of Correlation Test

Correlation			
	CSV	SDGs	SROI
Koef korelasi	0,955	0,853	0,24
Sig	0,000	0,000	0,389
	Sangat Kuat	Kuat	lemah

Multiple Linear Regression Test

The results of the multiple linear regression analysis indicate that the model used is quite strong, with a coefficient of determination (R^2) of 0.934. This means that 93.4% of the variation in sustainability performance can be explained by the three independent variables: CSV, SDGs, and SROI. The F-test also shows that the regression model is statistically significant simultaneously, with an F value of 52.249 and a significance level of 0.000. However, on a partial basis, no variable is significant at the 5% level, although CSV and SROI have p-values close to the significance threshold, at 0.072 and 0.076, respectively. These findings suggest that the contribution of these variables is still relevant for further investigation. Additionally, very high Variance Inflation Factor (VIF) values were found for the CSV and SDGs variables (above 10), indicating multicollinearity between the independent variables.

Proceeding International Conference on Economic Business Management, and Accounting (ICOEMA) 2025
Program Studi Doktor Ilmu Ekonomi
Universitas 17 Agustus 1945 Surabaya

ICOEMA
2025

Table 4. Result of Multiple Linear Regression Test

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37,377	3	12,459	52,249	,000ᵇ
	Residual	2,623	11	,238		
	Total	40,000	14			

a. Dependent Variable: JUMLAH KIBER

b. Predictors: (Constant), JUMLAH SROI, JUMLAH CSV, JUMLAH SDGS

	Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients				Collinearity Statistics	
	B	Std. Error	Beta		t	Sig.	Tolerance	VIF
(Constant)	-2,897	3,146			-0,921	0,377		
JUMLAH CSV	0,54	0,272	0,538		1,99	0,072	0,082	12,248
JUMLAH SDGS	0,725	0,466	0,425		1,556	0,148	0,08	12,488
JUMLAH SROI	0,293	0,15	0,244		1,955	0,076	0,382	2,618
a. Dependent Variable: JUMLAH KIBER								

The findings of this study indicate that all measurement instruments used to assess the variables Creating Shared Value (CSV), Sustainable Development Goals (SDGs), Social Return on Investment (SROI), and sustainability performance have met adequate validity and reliability criteria. The validity test shows that most of the indicators within each construct have significant correlations, indicating that these items accurately represent the variables being measured. Specifically, for the CSV variable, the correlation results between indicators show very high and significant values, strengthening the validity of this construct. Although there were some issues with the SDGs variable due to constant data, the indicators for Program, Strategy, and GRI still show significant relationships, thus remaining valid for analysis.

In terms of reliability, all variables achieved Cronbach's Alpha values above 0.70. This indicates that all instruments have strong internal consistency. The highest values were found in the CSV and sustainability performance variables,

both of which exceeded 0.90, indicating that the items within these constructs are closely related and stable.

The correlation analysis between independent variables and sustainability performance revealed that CSV has a very strong and significant relationship. The correlation value of 0.955 shows that the more intensively CSV is implemented in a company, the better its sustainability performance. This finding aligns with the Shared Value theory, which emphasizes the synergy between business interests and social impact. Similarly, the SDGs variable showed a significant correlation of 0.853, indicating that the integration of sustainable development goals into the company's strategy positively contributes to achieving sustainability performance. Meanwhile, the SROI variable showed a low and insignificant correlation. This weak impact may be attributed to measurement limitations or variations in the application of social value calculation methods across companies.

The results of the multiple linear regression test show that, simultaneously, the three independent variables—CSV, SDGs, and SROI—explain 93.4% of the variation in sustainability performance. This indicates that the model used is very strong in terms of predictive power. However, in the partial tests, no variable was significant at the 5% level, although CSV and SROI were close to that threshold. This suggests the need for further study to clarify the contribution of each variable. Additionally, the discovery of high Variance Inflation Factor (VIF) values for the CSV and SDGs variables indicates the presence of multicollinearity. This suggests that there is a high correlation between the independent variables, which could potentially affect the stability of the regression results.

CONCLUSION

Based on the analysis results, it can be concluded that the implementation of Creating Shared Value (CSV) and the achievement of Sustainable Development Goals (SDGs) simultaneously provide a significant contribution to the improvement of corporate sustainability performance. This is evident from the high correlation coefficient values and the large coefficient of determination in the regression model, which indicate that both variables play a key role in explaining the variation in sustainability performance. CSV is the most dominant factor, reflecting that a company strategy integrating business and social interests has a positive impact on achieving sustainability. In contrast, the Social Return on Investment (SROI) variable has not shown a significant relationship, likely due to variations in measurement methods and implementation across entities. Overall, the combination of the three independent variables can explain more than 90% of the variation in sustainability performance, although there is still evidence of multicollinearity that should be further considered in interpreting the results.

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