

ETHICS BASED BUSINESS FEASIBILITY : A LITERATURE REVIEW OF SUPERINDO'S CSR PRACTICES

Silvy Dewi Anggraini

Dafinah.marha@gmail.com

Universitas Terbuka

Abstract

This study aims to examine business feasibility from an ethical perspective by analyzing the implementation of Corporate Social Responsibility (CSR) at Super Indo, a retail company in Indonesia. Employing a literature review method, the study uses Keraf's ethical framework, which encompasses social ethics, economic ethics, legal compliance, and stakeholder rights. The findings reveal that Super Indo consistently carries out CSR initiatives that contribute to social welfare, deliver economic value, comply with legal standards, and actively involve stakeholders. These efforts not only enhance corporate reputation but also influence consumer purchasing behavior. The study concludes that ethically grounded CSR can serve as a strong indicator of business feasibility in today's competitive environment. However, the study is limited by its reliance on secondary data without primary empirical evidence. Future research should adopt qualitative or quantitative methods to provide deeper insight. This study serves as a reference for companies aiming to develop ethical and sustainable CSR strategies.

Keywords: *Business Feasibility Study, Business Ethics, Corporate Social Responsibility*

1. Introduction

Business is not solely about profit-seeking, it must also consider feasibility from various perspectives, including ethical dimensions. Business feasibility studies are essential to assess a company's readiness and sustainability from market, financial, legal, and managerial aspects (Kasmir & Jakfar, 2003). However, in practice, feasibility should not be viewed merely from technical and financial standpoints but must integrate business ethics as a foundational element for long-term corporate reputation and sustainability. Business ethics ensures companies operate honestly, fairly, and with social responsibility. It involves applying general ethical principles to organizational decisions and behaviors (Thompson et al., 2018, in Suwitho, 2022), preventing unethical practices that could harm the company and society. Savatore (2001) emphasizes that ethical principles help avoid short-term profit orientation that may lead to trust crises.

Keraf (in Surajiyo, 2016) outlines five key principles of business ethics: honesty, fairness, mutual benefit, autonomy, and moral integrity. These principles support sustainability, as seen in the contrast between ethical companies and failed enterprises like Theranos, which collapsed due to unethical practices (Ali, 2022). Thus, ethics must

be integrated into business feasibility evaluations to build trust with consumers and stakeholders. One practical form of ethical implementation is Corporate Social Responsibility (CSR), a strategic commitment to socially and environmentally responsible business practices. According to Keraf (2018), CSR reflects a company's active participation in societal and economic welfare. CSR is not merely philanthropic but a long-term strategy to build public trust and loyalty (Ernawan et al., 2014).

Ferrell et al., (2019) assert that effective CSR requires strategic planning, implementation, monitoring, evaluation, and transparent reporting. With such systematic efforts, CSR can enhance business feasibility and sustainability. Numerous studies support the role of CSR in building consumer trust and influencing behavior. Fatimah et al. (2024) found that the "Pamella Peduli" program positively impacts customer loyalty and purchasing decisions. Mahendra and Nugraha (2024) noted that CSR significantly affects millennial purchase decisions in Salatiga. Meanwhile, Fauzian Noor et al. (2023) showed that only promotional and location aspects of green marketing significantly influence customer satisfaction.

While these studies focus primarily on CSR's effect on loyalty and purchase behavior, few examine CSR as an indicator within ethics-based business feasibility. This gap highlights the need for a new perspective that places CSR as a core ethical metric in assessing sustainable business viability. In this context, Super Indo, a retail company recognized with the TOP CSR Awards for three consecutive years, exemplifies effective ethical practice through CSR. This suggests that ethics-driven CSR can enhance both feasibility and long-term business continuity.

Based on this background and literature review, the link between ethical business practices and feasibility can be effectively explored through CSR implementation. CSR acts as a tangible representation of ethical values, influencing consumer perception, sustainability, and brand reputation. Therefore, this study positions CSR as the main variable in evaluating ethics-based business feasibility. Specifically, this study aims to examine ethics-based business feasibility through a literature review on CSR implementation at Super Indo. It is expected to offer insights into how business ethics and social responsibility serve as critical foundations for business viability in the modern era and contribute to the development of sustainable business practices.

2. Method

This study employed a literature review approach, focusing on the collection and analysis of secondary data derived from scholarly journals, articles, and official sources related to Corporate Social Responsibility (CSR) practices and business ethics at Super Indo. Data were gathered through a structured search of relevant literature using academic databases and Super Indo's official website to obtain a comprehensive overview of CSR implementation and the application of ethical business principles as a foundation for assessing business feasibility.

The analysis was conducted using a qualitative descriptive method by synthesizing and interpreting findings from previous studies and verified sources. This approach was chosen to provide an in-depth understanding of the relationship between

business ethics, CSR, and business feasibility in the modern business environment. The literature review method was deemed appropriate due to the conceptual nature of the study, which aims to explore ethical indicators in business feasibility assessments without relying on primary empirical data

3. Results and Discussion

This study adopts a literature review approach to analyze the implementation of Corporate Social Responsibility (CSR) by Super Indo, a retail company. The findings are derived from secondary sources including peer-reviewed journal articles, official company publications, and the ethical framework proposed by Keraf (2018). The purpose is to assess how Super Indo’s CSR practices reflect key principles of business ethics and contribute to modern business feasibility.

Super Indo’s CSR programs have shown strong alignment with social ethics. According to Mahendra and Nugraha (2021), CSR has a positive influence on consumer purchasing decisions. The company’s consistent execution of CSR demonstrates a commitment beyond profitability, playing a sustainable social role. This is evidenced by Super Indo receiving the TOP CSR Awards 2024, with a five-star rating and the Golden Trophy, achievements maintained for three consecutive years (Super Indo, 2024).

Ethical Principle	CSR Activities at Super Indo
Social Ethics	Organizing low-cost markets, blood donation drives, support for early childhood health (POSYANDU), education aid programs
Economic Ethics	Providing economic benefits through community partnerships, cooking oil recycling into biodiesel, and affordable markets.
Legal Compliance	Managing waste according to environmental standards, partnering with official institutions for health programs, recycling in line with regulations.
Stakeholder Responsibility	Involving local communities, customers, employees, and environmental partners in CSR planning and execution.

Source: Synthesized by the author based on Keraf (2018), Super Indo Official Website (2024)

Table 1. CSR Implementation Based on Keraf’s Ethical Framework

These efforts reflect a holistic application of CSR that encompasses social, economic, legal, and stakeholder responsibilities. This confirms that CSR at Super Indo

is not a mere formality but an ethical commitment rooted in sustainable corporate values. It strengthens the company's reputation as a socially and environmentally responsible entity while influencing consumer behavior positively.

From an analytical perspective, Super Indo's practices demonstrate alignment with the *Creating Shared Value* (CSV) framework proposed by Porter and Kramer (2011), where businesses generate economic value by addressing social issues. The company's ability to empower local communities and comply with legal obligations supports Keraf's (2018) notion of balancing profit with social accountability.

Furthermore, stakeholder engagement supports Freeman's (2010) Stakeholder Theory, which emphasizes the moral and strategic importance of considering all parties affected by business operations. By integrating these perspectives, Super Indo positions itself as an ethically sustainable business capable of gaining consumer trust, thereby impacting purchasing decisions (Mahendra, 2021).

4. Conclusion and Suggestions

Conclusion

This study concludes that the implementation of Corporate Social Responsibility (CSR) by Super Indo demonstrates a strong integration of ethical business principles, specifically those outlined by Keraf, which include social responsibility, economic contribution, legal compliance, and stakeholder engagement. The company's consistent and structured CSR initiatives go beyond mere formality; they represent a genuine ethical commitment that supports long-term business feasibility while generating tangible social and environmental benefits. These findings affirm that CSR, when grounded in ethical values and strategically implemented, can serve as a key indicator of a company's sustainability and reputation in a competitive business environment. Moreover, CSR practices that align with ethical frameworks contribute to enhancing consumer trust and influencing positive purchasing decisions, further reinforcing the role of CSR in shaping modern business strategies.

Suggestions

Despite its contributions, this research has limitations due to its exclusive reliance on secondary data and literature review, without the support of primary empirical evidence such as interviews, surveys, or field observations. This methodological constraint limits the study's ability to capture real-time stakeholder perspectives and to validate the practical outcomes of CSR programs. Future research is recommended to adopt qualitative or quantitative empirical approaches to explore the direct impact of CSR on business performance and stakeholder satisfaction. In addition, conducting comparative studies across different companies or sectors could offer broader insights into how various CSR strategies align with ethical business practices. Practically, businesses are encouraged to increase the transparency of their CSR initiatives, actively

involve stakeholders in program design and evaluation, and leverage digital technologies to expand the reach, efficiency, and sustainability of CSR efforts.

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