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## Ethics Based Business Feasibility : A Literature Review Of Superindo's Csr Practices

Silvy Dewi Anggraini<sup>1</sup>

<sup>1</sup>Universitas Terbuka, Indonesia

Email Correspondence : dafinah.marha@gmail.com

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### Kata Kunci :

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### Abstrak

Dalam era bisnis modern, pencapaian keuntungan tidak dapat dilepaskan dari perhatian terhadap prinsip etika dan tanggung jawab sosial. Studi kelayakan bisnis yang umumnya berfokus pada aspek teknis dan finansial kini perlu diperluas dengan mempertimbangkan dimensi etika bisnis. Kasus seperti kegagalan perusahaan Theranos menjadi bukti bahwa pengabaian terhadap etika dapat berdampak serius pada kelangsungan usaha. Oleh karena itu, penerapan etika bisnis melalui program Corporate Social Responsibility (CSR) menjadi indikator penting dalam menilai kelayakan dan keberlanjutan suatu bisnis. Penelitian ini bertujuan untuk mengkaji studi kelayakan bisnis berbasis etika melalui implementasi CSR, dengan fokus pada perusahaan ritel Super Indo. Metode yang digunakan adalah kajian literatur, dengan pendekatan teori etika bisnis Keraf yang mencakup etika sosial, ekonomi, hukum, dan penghormatan terhadap hak-hak stakeholder. Hasil penelitian menunjukkan bahwa CSR Super Indo memberikan dampak positif bagi masyarakat dan lingkungan, memperkuat citra perusahaan, serta memengaruhi keputusan pembelian konsumen. Penerapan CSR berbasis etika terbukti berkontribusi terhadap kemaslahatan sosial, kepatuhan hukum, dan keberlanjutan bisnis. Penelitian ini berimplikasi pada perlunya integrasi nilai-nilai etika dalam studi kelayakan bisnis dan dapat menjadi rujukan praktis bagi perusahaan lain dalam menyusun strategi CSR yang etis dan berkelanjutan.

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### Keywords :

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

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### Abstract

*In the modern business era, profit generation must be aligned with ethical principles and social responsibility. Business feasibility studies, which traditionally emphasize technical and financial aspects, now require the inclusion of business ethics as a critical dimension. The failure of companies such as Theranos illustrates the serious consequences of neglecting ethics in pursuit of profit. Therefore, the implementation of business ethics through Corporate Social Responsibility (CSR) programs has become a key indicator in assessing business feasibility and sustainability. This study aims to examine ethically based business*

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*feasibility through the implementation of CSR, focusing on the case of the retail company Super Indo. The research employs a literature review method using Keraf's business ethics framework, which includes social ethics, economic ethics, legal compliance, and respect for stakeholder rights. The findings reveal that Super Indo's CSR programs have had a positive impact on society and the environment, while also strengthening the company's image and influencing consumer purchasing decisions. Ethically grounded CSR practices are shown to contribute to social welfare, legal compliance, and long-term business viability. This study highlights the importance of integrating ethical values into business feasibility assessments and provides practical insights for other companies seeking to develop ethical and sustainable CSR strategies.*



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## INTRODUCTION

The 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.

## **METHODS**

This study utilized a literature review method, focusing on the collection and analysis of secondary data drawn from scholarly journals, academic articles, books, and official sources related to Corporate Social Responsibility (CSR) and business ethics at Super Indo. The references were obtained through a structured search of academic databases and verified documents, including content from Super Indo's official website, to build a comprehensive understanding of how CSR practices are linked to ethical principles in the context of business feasibility. This method was selected due to the conceptual orientation of the study, which did not require direct interaction with respondents or field data collection. In line with Hartanto and Dani (2020), literature studies can be conducted by compiling and analyzing findings from previous research to develop logical conclusions. The process also involved activities such as reading, organizing, and synthesizing information critically, as emphasized by Handriani (2021). Sources were screened using inclusion and exclusion criteria to ensure relevance and quality, drawing on various materials such as books, academic journals, official documents, and historical records related to the research objectives (Sari & Asmendri, 2018). This approach supports theoretical development and offers a foundation for ethical evaluation within business feasibility frameworks.

## RESULT 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).

*Table 1. CSR Implementation Based on Keraf's Ethical Framework*

<b>Ethical Principle CSR Activities at Super Indo</b>	
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)*

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).

## 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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