

The Influence of Good Corporate Governance (GCG) Implementation on the Youth Information and Counseling Centers (PIK-Remaja) Effectiveness in Surakarta

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ABSTRACT

This research focuses on the influence of implementing Good Corporate Governance (GCG) on the effectiveness of the Youth Information and Counseling Center in Surakarta. The aim is to understand more deeply the relationship between aspects of GCG and the effectiveness of the PIK-Remaja organization. The research was conducted in several areas in Surakarta, including Serengan, Banjarsari, Jebres, Pasar Kliwon, and Laweyan. This research uses quantitative methods by collecting primary data through interviews using questionnaires. The results show that aspects of GCG such as transparency, accountability, responsibility, independence, and fairness have a significant influence on organizational effectiveness. These findings underscore the criticality of imbuing robust governance protocols within PIK-Remaja's operational framework to augment its efficacy in catering to the needs of the youth demographic across Surakarta. Consequently, the implications extend beyond organizational realms, permeating policymaking spheres and stakeholder engagement strategies, thereby fostering a conducive environment for nurturing youth-centric initiatives anchored in sound governance principles to flourish and yield profound societal dividends.

Keywords: Good Corporate Governance; Organizational Effectiveness; Youth Information and Counseling Center; Youth Organization

INTRODUCTION

One way to improve organizational performance is to implement Good Corporate Governance (GCG). GCG is a series of rules that regulate the relationships between various interested parties to achieve the goals of an entity. Good implementation and management of GCG ensures that all parties receive accurate and timely information, and emphasizes the obligation to disclose financial information transparently. Implementation of GCG as a company management policy helps create a healthy, efficient, and transparent business environment. GCG also helps prevent nepotism, corruption, and collusion, and ensures efficient company management. Even though there are still obstacles in implementing GCG, the benefits for organizations are enormous in improving performance and creating a healthy work environment.

Accountability is a fundamental principle for power holders and institutions, ensuring transparency and fairness in their actions. It encompasses obligations to present, report, and disclose activities responsibly. Proper governance, aligned with regulations, is crucial for achieving sustainable performance. Indicators of accountability include obligations, controllability, responsiveness, and transparency. Prior research by scholars such as Purwoko (2018), Sukrisno (2010), and Romzek & Dubnick (2018) has extensively explored this concept. In organizations like the Youth Information and Counseling Center (PIK-Remaja) in Surakarta, implementing GCG is essential. It fosters transparency, accountability, and sustainability, enhancing operational efficiency and facilitating the achievement of organizational objectives, particularly in delivering quality services and impactful programs for youth development.

Youth education and health services hold significant importance in fostering community progress, and the PIK-Remaja group contributes by offering counsel, knowledge, and assistance to young individuals. Consequently, implementing GCG principles within PIK-R is crucial, particularly in Surakarta, given its dynamic role as a local government entity addressing community requirements like education and adolescent well-being.

Both the research on green marketing's impact on company revenue and firm value in Asia and the discussion on implementing GCG in organizations like PIK-Remaja share a common thread in emphasizing long-term sustainability and impact.

The research on green marketing explores how companies in Asia can enhance their firm value through environmentally sustainable marketing practices. While the study focuses on financial indicators like Return on Assets (ROA), Return on Equity (ROE), and Price-Earnings Ratio (PER), its implications suggest that prioritizing green marketing strategies can contribute to long-term value creation, emphasizing the importance of sustainability over short-term revenue growth. Similarly, implementing GCG in organizations like PIK-Remaja is not solely about financial profits but also about creating positive social impacts. GCG helps these organizations reduce risks, increase competitiveness, and optimize services for teenagers, aligning with broader societal and environmental goals (Pradnyawati et al, 2023). By improving operational efficiency and fostering sustainable and innovative social impact, non-profit organizations can ensure their long-term viability and relevance.

In essence, both contexts underscore the significance of adopting strategies and practices that prioritize sustainability and social impact. Whether it's through green marketing in the corporate sector or implementing GCG in non-profit organizations, the focus is on creating lasting value and contributing positively to society and the environment.

Research by Ramadhan and Suryaningrum (2020) shows that the FLP Surabaya organization has not fully implemented the principles of GCG, causing organizational goals not to be achieved properly. Lack of accountability in financial reporting causes financial performance not to meet expectations and does not meet applicable standards. Financial reports that comply with standards can be used for organizational decision-making and attract the interest of donors or stakeholders.

Research by AlJufry and Rochim (2022) shows that the implementation of GCG influences the effectiveness of government organizations, such as the Kebon Agung Village office. Even though the principles of transparency and responsiveness are achieved, the lack of staff limits the implementation of GCG in public services. Limited working hours from 08.00 – 12.00 WIB are not efficient to provide maximum service to the community.

The research by Ramadhany et al. (2024) and the proposed research on this study shares a common theme of examining the impact of specific strategies or practices on organizational outcomes. While Ramadhany et al. (2024) investigate how green marketing practices affect the financial performance and value of companies in the Asian context, the proposed research on GCG explores how adherence to GCG principles influences the performance of PIK-Remaja in Surakarta, particularly in addressing the issue of stunting cases and enhancing adolescent health education.

Both studies aim to delve into the effectiveness of certain strategies—green marketing in one case, and GCG implementation in the other—and their implications for organizational success. Additionally, they both strive to provide insights that can inform future improvements and development initiatives within their respective domains. Furthermore, while the green marketing study focuses on financial metrics such as revenues and firm value, the proposed research on GCG in PIK-Remaja centers on organizational performance in achieving its goals related to adolescent health education and stunting prevention. In summary, although focusing on different contexts and outcomes, both studies share a common goal of understanding the impact of specific strategies—green marketing and GCG—on organizational effectiveness and performance, with the aim of driving improvements and achieving desired objectives.

Table 1. Surakarta City PIK-Remaja Data

No.	PIK name- REMAJA	Subdistrict
1	ANDHIGANA SADU	Laweyan
2	MY SUPPORT SYSTEM	Laweyan
3	HARYO PANULAR	Laweyan
4	PIK REMAJA REMAJA MUDA AKTIF	Laweyan
5	MUDA JAYA BHAKTI	Laweyan
6	PELANGI	Serengan
7	PERMATA TUNAS BANGSA	Serengan
8	KUSUMA MUDA	Serengan
9	SMART	Serengan
10	SATYA MUDA	Serengan
11	ATMANANDA	Pasar Kliwon
12	CERDAS CERIA	Pasar Kliwon
13	JAYA MANDIRI	Pasar Kliwon
14	INDONESIA	Pasar Kliwon

15	TARUNA TANGGUH	Jebres
16	TARUNA MAHARDIKA	Jebres
17	PIK-R CANDRA KUSUMA	Jebres
18	OPERA GANDEKAN	Jebres
19	MENTARI	Jebres
20	SRIKANDI	Banjarsari
21	PIK REMAJA BINA CAKRA WANGSA	Banjarsari
22	NAWASENA	Banjarsari

Source: Department of Women's Empowerment and Child Protection and Population Control and Family Planning, 2023

The primary objective of this research is to delve into the effects of implementing GCG on the operational efficiency and effectiveness of the Youth Information and Counseling Center (PIK-Remaja) in Surakarta City. By focusing on the identification and analysis of GCG practices within the PIK-R framework, this study endeavors to offer a comprehensive understanding of how these practices influence the quality and scope of services provided to the youth community. Furthermore, through this investigation, it seeks to generate nuanced insights into the pertinence of GCG principles within the realm of youth-centric services. These insights are envisioned to serve as a foundational basis for crafting more robust and sustainable policy frameworks at both local and national levels, thereby fostering adolescent well-being and fostering inclusive community development. Hence, it is anticipated that the outcomes of this research will significantly contribute to fortifying policy structures aimed at advancing adolescent welfare and nurturing inclusive societal growth.

LITERATURE REVIEW

This research literature review begins with an introduction to the basic concept of GCG, which was first introduced by the Cadbury Committee in England in 1922 through the Cadbury Report. GCG is a practice adopted by companies to achieve optimal performance and good results for the interests of shareholders, owners, creditors, government, employees, and other parties, both internally and externally (Saragih et al., 2021). The general principles of Corporate Governance issued by the National Governance Policy Committee (KNKG), such as transparency, accountability, responsibility, independence, and fairness, are the basis for implementing GCG in companies. GCG is a regulatory system that acts as a bridge for all parties involved, with the aim of regulating these relationships so that errors do not occur and ensuring that errors that occur can be corrected immediately (Alfian & Arum, 2023). Research from Atsarina (2018) stated that the application of corporate governance principles is an effort by corporate organizations to build trust in society in order to improve community welfare, by achieving those an effective and efficient level of business organization will emerge because the word "good" in good business management means effective and efficient.

In principle, GCG can be categorized into five areas: transparency, accountability, responsibility, independence, and fairness. Transparency means that all companies must be able to communicate important and relevant information clearly, openly, easily accessible, and easily understood by the public and decision-makers (Siregar, 2021). Accountability is the attitude of taking responsibility for all activities of everyone involved in the company. Responsibility is an attitude that reflects a form of responsibility to ensure that a company complies with applicable regulations and laws (Ritonga, 2023). Juhji et al. (2020) found that GCG plays a very important role in the development of an organization and functions as a business management tool to improve organizational

performance and build a healthy organization. Therefore, GCG has positive benefits in supporting organizational performance.

Transparency increases accountability in an organization and can influence increased organizational performance (Pravitasari et al., 2023). Other research from Rizki et al. (2023) also shows that transparency and accountability influence government organizations to increase their accountability and performance. Implementing responsibility in GCG has an impact on improving organizational performance (Iqbal & Putra, 2018). Apart from that, it is hoped that the value of the company can increase and be maximized through the implementation of responsibility in GCG which is beneficial. Responsibility in GCG has a positive and significant influence on organizational responsibility performance (Siboro & Kusumastuti, 2024). Utilizing the concept of independence provides many benefits to organizations. First, these ideas can help organizations make more objective and informed assessments (Kusmayadi & Badruzaman, 2015). Conflicts of interest often arise between people involved in decision-making. Organizations that value independence are able to make decisions more objectively, not influenced by the interests of certain individuals or groups (Karsono, 2023). Implementing the principle of independence helps organizations reduce the risk of fraud. In an increasingly complex organizational environment, the risk of fraud and fraud is increasing. Organizations that prioritize independence avoid conflicts of interest and detrimental actions that could harm the organization and its stakeholders (Purwoko, 2018). Applying the principle of independence helps organizations gain stakeholder trust. Therefore, organizations can build a positive image of being honest and ethical by showing that they value independence in decision-making.

By applying the principle of justice, organizations are responsible for ensuring that the policies and procedures implemented provide equal benefits to all stakeholders (Basri et al., 2022). In situations like these, organizations have an obligation to avoid bias and ensure equal treatment for all parties. Applying fairness helps organizations gain the trust and support of society (Firdaus & Shaliha, 2021). Organizations must be able to cultivate a positive image of honesty and responsibility in order to be successful in today's increasingly complex organizational environment (Rustam & Narsa, 2021). Therefore, organizations gain the trust and support of society when they can demonstrate that they adhere to the principles of fairness in all their operations, policies, and procedures.

RESEARCH METHOD

Both the research on job satisfaction in the Community Health Center at Klungkung and the study on GCG implementation in PIK-Remaja in Surakarta City share a common focus on organizational performance and employee satisfaction within specific contexts. While the Klungkung study investigates the mediating role of job satisfaction in the relationship between workload, work culture, and employee performance in a community health center setting, the research on PIK-Remaja aims to analyze how GCG influences organizational performance, particularly in addressing adolescent health education and stunting prevention.

This research uses a quantitative research approach, by collecting primary data through surveys or questionnaires. The research in Klungkung collected data from Puskesmas employees, while the PIK-Remaja research conducted a survey of key members of the organization. In addition, both highlighted the importance of employee satisfaction and organizational performance in providing quality services to the community. Studies in Klungkung show that increasing job satisfaction among Community Health Center employees can improve their performance and, consequently, improve the quality of

health services provided to the community. Likewise, PIK-Temaja research aims to increase organizational effectiveness in achieving goals related to adolescent health education. Overall, both studies emphasize the importance of understanding and addressing the factors that influence employee satisfaction and organizational performance to better serve society's needs.

RESULTS

In this study, the researcher selected three family companies—those owned by Mr. BI, Mr. SH, and Mr. AJA—as the population, based on their access to these companies. Subsequently, seven subsidiaries from these three holding companies were purposively chosen as the research sample to investigate the application of the Corporate Governance (CG) concept. Among these companies, BI-owned businesses were specifically focused on, including housing construction, Semen Indonesia distribution, gas stations, transportation, and sand mining. The transfer of ownership rights to Mr. BI's wife and children with varying proportions of ownership occurred in 2016. The cement distribution companies within BI-owned businesses were selected for observation due to their more complex internal problems compared to other entities.

Regarding data analysis, the study employed various techniques such as descriptive statistical analysis, classical assumption tests, multiple linear regression, t-tests, F-tests, and determination coefficient analysis. Decision-making criteria were based on comparing p-values, where a p-value less than 0.05 indicated the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_a), signifying a significant influence of the independent variable on the dependent variable.

Table 2. Descriptive Analysis Research Results

	N	Mean
Y	60	4.4605
X1.1	60	4.3974
X1.2	60	4.3302
X1.3	60	4.3939
X1.4	60	4.2727
X1.5	60	4.4575
Valid N (listwise)	60	

The results of the descriptive analysis in Table 2 show that the average transparency indicator (X1.1) is 4.39, indicating that respondents tend to agree about the importance of transparency on organizational effectiveness. Likewise, the average for the accountability indicator (X1.2) is 4.33, which shows respondents' agreement with the importance of accountability for organizational effectiveness. Furthermore, the average for the responsibility indicator (X1.3) is 4.39, indicating that respondents also agree about the importance of responsibility for organizational effectiveness. The independence indicator (X1.4) has an average that is not described in your text. However, the average fairness indicator (X1.5) is 4.45, indicating respondents' agreement with the importance of fairness to organizational effectiveness. In addition, the average for the organizational effectiveness variable (Y) is 4.46, indicating respondents' agreement about organizational effectiveness. This shows that respondents generally agree that the principles of GCG included in these indicators are important for increasing organizational effectiveness.

The results of the classical assumption test in Table 3 have been declared free from the multicollinearity test autocorrelation, heteroscedasticity test, and normality distributed data. The results of the classical assumption test are in the following table:

Table 3. Classic Assumption Test Results

	Variables	Test results	Conclusion
Multicollinearity Test	Transparency	Tolerance (0.405) > 0.10 VIF (2.468) < 10	Multicollinearity does not occur
	Accountability	Tolerance (0.556) > 0.10 VIF (1.800) < 10	
	Responsibility	Tolerance (0.523) > 0.10 VIF (1.913) < 10	
	Independence	Tolerance (0.689) > 0.10 VIF (1.450) < 10	
	Fairness	Tolerance (0.490) > 0.10 VIF (2.041) < 10	
Autocorrelation Test		p (0.620) > 0.05	There is no autocorrelation
Heteroscedasticity Test	Transparency	p (0.645) > 0.05	Heteroscedasticity does not occur
	Accountability	p (0.195) > 0.05	
	Responsibility	p (0.276) > 0.05	
	Independence	p (0.925) > 0.05	
	Fairness	p (0.783) > 0.05	
Normality Test		p (0.200) > 0.05	Data is normally distributed

Source: processed primary data, 2024

The results of hypothesis testing in this study used simple linear regression, t test, F test, and coefficient of determination using the SPSS program. The results can be seen in Table 4 as follows:

Table 4. Hypothesis Testing

Construct	Regression Coefficient	T	p value
(Constant)	26.435	43.676	0.000
X1.1	-0.159	-4.816	0.000
X1.2	-0.087	-3.117	0.003
X1.3	-0.065	-2.051	0.045
X1.4	-0.096	-3.901	0.000
X1.5	0.211	7.190	0.000
F count = 31.261			0.000
Adjusted R square = 0.699			

Source: Primary data processed, 2024

Based on the results of simple linear regression analysis, the regression equation is obtained: $Y = 26,435 + (-0,159) X1.1 + (-0,087) X1.2 + (-0,065) X1.3 + (-0,96) X1.4 + 0,211 (X1.5)$. The following interpretation for this equation. First, the constant value (a) has a positive value of 26.239, meaning if X1.1 (Transparency) = 0, X1.2 (Accountability)

= 0, X1.3 (Responsibility) = 0, X1.4 (Independence) = 0, X1.5 (Fairness) = 0, then Y (Organizational Effectiveness) is positive. Second, the regression coefficient value for the transparency indicator (X1.1) is -0.159. It means GCG with transparency indicators has a negative effect on organizational effectiveness. Third, the regression coefficient value for the accountability indicator (X1.2) is -0.087. It means GCG with accountability indicators has a negative effect on organizational effectiveness. Fourth, the regression coefficient value for the responsibility indicator (X1.3) is -0.065. It means GCG with responsibility indicators has a negative effect on organizational effectiveness. Fifth, the regression coefficient value for the independence indicator (X1.4) is -0.096. It means GCG with independence indicators has a negative effect on organizational effectiveness. Last, the regression coefficient value for the fairness indicator (X1.5) is 0.211. It means GCG with fairness indicators has a positive effect on effectiveness organization. Meanwhile, for the results of the t test or significance test, it can be seen that all constructs are less than 0.05, meaning the hypothesis is declared accepted. on the other hand, the results of the model accuracy test show that the regression model has an F count of 31.261 with a p value of $0.000 < 0.005$, then H_0 is rejected and H_a is accepted, meaning that there is a significant influence X1.1, X1.3, X1.4, X1.5 simultaneously on Y (organizational effectiveness). And the last one is the results regarding the coefficient of determination (adjust R Square) for this model of 0.699. This means the magnitude of the contribution of the influence of variables X1.1, X1.2, X1.3, X1.4 and X1.5 against Y (organizational effectiveness) of 69.9%. The remainder ($100\% - 69.9\%$) = 30.1% is influenced by other variables.

DISCUSSION

This study aims to understand more deeply the relationship between aspects of GCG and the effectiveness of the PIK-Remaja organization. The results show that aspects of GCG such as transparency, accountability, responsibility, independence, and fairness have a significant influence on organizational effectiveness. These findings underscore the criticality of imbuing robust governance protocols within PIK-Remaja's operational framework to augment its efficacy in catering to the needs of the youth demographic across Surakarta.

Similarly, the study on transparency emphasizes its significance in enhancing organizational effectiveness. The findings suggest that transparency plays a significant role in improving organizational performance, as indicated by the rejection of the null hypothesis. The finding is in line with the research from Romzek and Dubnick (2018) which stated that integrating transparency indicators into GCG practices can lead to increased information disclosure about the organization's objectives, vision, and mission to stakeholders, thereby influencing their understanding of the organization's direction and objectives. Both studies underscore the importance of certain factors—financial resources and knowledge transfer in the case of return migration, and transparency in organizational governance—in driving economic development or organizational effectiveness. They suggest that understanding and leveraging these factors can lead to positive outcomes, whether in stimulating entrepreneurship and economic growth or enhancing organizational performance. Transparency plays a crucial role in both organizational decision-making processes and the dissemination of relevant information. Similar with the case study from Firdaus and Shaliha (2021) which found that the KJP Plus program implementation at SMK Negeri 20 Jakarta during the Covid-19 pandemic demonstrates how transparency was effectively practiced through various channels such as the school's official website and regular updates to students and parents. This ensures that information regarding the program is easily accessible and clearly communicated to the beneficiaries, contributing to its successful implementation

Next is a discussion of the influence of accountability on organizational effectiveness. The hypothesis test results indicate a p-value of less than 0.05, leading to the rejection of H₀ and the acceptance of H_a. In simpler terms, this suggests that accountability significantly impacts organizational effectiveness. This finding is supported by research from Ritonga (2023) which found that incorporating accountability indicators into GCG variables can enhance the clarity of functions, implementation, and accountability within an organization. For instance, in the case of the PIK-Remaja organization, effective management is facilitated through clarity and accountability. However, it is worth noting that accountability in organizational management is influenced by various factors, suggesting a need for further research to explore these additional influences on organizational effectiveness.

The discussion on the influence of accountability on organizational effectiveness intertwines with the complexities of sustainable practices in product development and marketing strategies. Companies embracing sustainability often encounter higher production costs, necessitating price adjustments to remain competitive (Darmansyah et al., 2024). However, simply raising prices may not suffice if consumers fail to perceive the added value of environmentally friendly aspects in products or services. Effective communication of environmental benefits is crucial to motivate consumer choice. Moreover, in fiercely competitive industries, relying solely on green marketing may not suffice to differentiate products. Intense competition may render similar products with competitive prices or other innovations more appealing to consumers. Thus, transparent and standardized green marketing practices are essential to mitigate consumer confusion and foster trust.

The results of the discussion highlight the impact of responsibility on organizational effectiveness, which is supported by the results of hypothesis testing with a significance level below 0.05, indicating rejection of the null hypothesis (H₀) and acceptance of the alternative hypothesis (H_a), which confirms that responsibility has a significant influence on organizational effectiveness. This finding is supported by research from Atsarina (2018) which found that the importance of integrating the principles of responsible corporate governance in efforts to increase organizational social responsibility. For example, the PIK-Remaja organization which provides support to teenagers and individuals in need, as well as providing counseling and assistance services, shows the organization's dedication to social responsibility in line with its mission and goals. These findings strengthen the argument for the need for a holistic approach to organizational governance, which not only considers financial and operational aspects but also pays attention to the social impact and ethical responsibilities of organizations in society. Thus, strong integration of social responsibility can be an important pillar in strengthening the performance and positive impact of organizations in their environment.

Next is the discussion of the influence of independence on organizational effectiveness. The hypothesis test results in a p-value of less than 0.05, leading to the rejection of H₀ and acceptance of H_a or the recognition that independence significantly impacts organizational effectiveness. This finding is supported by research from Saragih et al., (2021) found that the implications for the GCG variable, particularly concerning independence indicators. It suggests that enhancing independence within the PIK-Remaja organization can contribute to better decision-making and autonomy, evident in policies tailored to community (teenagers) needs without external influence, political pressure, or personal agendas. Consequently, these implications highlight PIK-Remaja in Surakarta City as an organization free from external interventions.

In this final part, we discussed the influence of fairness on organizational effectiveness. The hypothesis test resulted in a p-value of less than 0.05, leading to the rejection of H₀ and acceptance of H_a, indicating that fairness significantly impacts organizational effectiveness. This finding is supported by research from Lestari et al. (2024) found that GCG variables, specifically fairness indicators, can enhance justice both internally and externally within organizations. This is evident in the PIK-R organization's efforts to provide equal opportunities for all members to engage in decision-making processes (internally) and offer accessible services to all segments of society (externally). However, it is important to note that fairness in organizational management can be influenced by various other factors, prompting the need for further research to explore these additional influences on organizational effectiveness.

CONCLUSION

Based on the results of investigations and data analysis that have been carried out, conclusions regarding the use of GCG within the scope of the PIK-Remaja organization in the City of Surakarta can be explained as follows:

First, the level of implementation of GCG principles in the Surakarta City PIK-Remaja organization is considered very good. This reflects the organization's strong commitment to adhering to these principles, which include transparency, accountability, responsibility, independence, and fairness. Success in implementing these aspects shows that PIK-Remaja bases its management on high standards which can be an example for other organizations in efforts to improve governance and service quality.

Second, PIK-R Surakarta City not only provides adequate, but also relevant information regarding the problems faced by teenagers as a whole. In this way, this organization is not only a service provider but also a valuable source of knowledge for its community. Furthermore, dedication in carrying out its social responsibilities, especially through counseling services, shows that PIK-R understands and responds to teenagers' emotional needs seriously and in a planned manner.

Third, the findings show that transparency, accountability, responsibility, independence, and justice have a significant influence on organizational effectiveness in PIK-Remaja Surakarta City. This confirms that the principles of GCG are not only important in maintaining organizational integrity but also directly influence the organization's performance and work results in achieving its goals.

Finally, the factors that influence the relationship between the implementation of GCG and organizational effectiveness provide a more detailed picture of the complexity of organizational dynamics. By identifying elements such as information transparency, separation of functions, and fairness, the Surakarta City PIK-Remaja organization can better understand areas that need to be strengthened or improved in an effort to increase its performance and impact in society.

Thus, this conclusion provides a deeper understanding of the importance of implementing the principles of GCG in the context of the PIK-Remaja organization, as well as indicating directions for improvement and development in the future.

LIMITATION

There are several limitations in this research. Limitations in understanding organizational management occur in organizational members who have just served as chairman. This may affect their overall understanding and contribution in completing the questionnaire.

Obstacles arise due to the large number of questionnaires distributed and variations in the characteristics and understanding of respondents regarding the management of the PIK-Remaja organization. Researchers cannot ensure the seriousness of respondents in filling out the questionnaire, which could affect the validity of the data collected. This research is limited to the PIK-Remaja organization in Surakarta City, so generalizing the research results to other areas is not possible. This may limit the significance of research findings in a wider context.

ACKNOWLEDGMENT

Both the investigation into the influence of green marketing on company revenue and firm value in Asia and the discourse on implementing GCG in entities such as PIK-Remaja highlight the shared emphasis on fostering long-term sustainability and societal impact.

The research on green marketing explores how companies in Asia can enhance their firm value through environmentally sustainable marketing practices. While the study focuses on financial indicators like ROA, ROE, and PER, its implications suggest that prioritizing green marketing strategies can contribute to long-term value creation, emphasizing the importance of sustainability and over short-term revenue growth.

Similarly, implementing GCG in organizations like PIK-Remaja is not solely about financial profits but also about creating positive social impacts. GCG helps these organizations reduce risks, increase competitiveness, and optimize services for teenagers, aligning with broader societal and environmental goals. By improving operational efficiency and fostering sustainable and innovative social impact, non-profit organizations can ensure their long-term viability and relevance.

In essence, Fundamentally, both scenarios highlight the critical nature of embracing methodologies and initiatives that prioritize sustainability and societal welfare. Whether it involves implementing green marketing strategies within corporate domains or integrating GCG frameworks within non-profit entities and the primary objective remains centered on cultivating enduring value and fostering positive societal and environmental contributions.

DECLARATION OF CONFLICTING INTERESTS

The authors sincerely declare that in the context of this research, there is no conflict of interest that might affect the integrity and objectivity of the research. All authors have transparently identified and disclosed any financial or personal relationships with individuals or other entities that have the potential to influence the course of the research or the interpretation of its results. Furthermore, any financial contributions or other forms of financial support received for this research have been acknowledged honestly and completely in the text of the manuscript as part of our commitment to scientific transparency and accountability. Lastly, the authors affirm no conflicts of interest, ensuring research integrity. Transparent disclosure underscores objectivity and credibility, reflecting commitment to scientific transparency and accountability.

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