

Community Satisfaction Index Analysis of CSR Program PT Adaro Indonesia in 2018

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ABSTRACT

Communities have the same rights in obtaining public services that are safe, quality and affordable. One of the government's efforts in implementing community needs for quality health services through CSR activities. The aim of the study was to measure the community satisfaction index (CSI) in the five CSR programs of PT Adaro Indonesia in 2018. This type of research was observational analytic using a survey method through a cross-sectional approach, namely data involving independent variables and dependent variables can be collected at one time. The population in this study was taken from the beneficiaries of the PT Adaro Indonesia CSR program in 2018. The sample was the beneficiary of the PT Adaro Indonesia CSR program which was divided into 5 fields, consisting of 24 clusters / programs, 907 respondents. CSI in 5 fields, namely the economic field for the index of community satisfaction is 80% with the satisfied category. The education sector for the community satisfaction index is 80% with a satisfied category. The health sector for the community satisfaction index is 77.5% with a satisfied category. The socio-cultural sector has a community satisfaction index score of 81.9% with a satisfied category. The environmental sector CSI for the community satisfaction index is 85% with a very satisfied category. The advice given was the need for improvement in all indicators so that the value of the CSI would be better the following year by increasing the dissemination and dissemination of information related to the 5 CSR fields in the community.

Keywords : Community satisfaction index, CSR, Adaro Indonesia

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I. INTRODUCTION

PT Adaro Indonesia, which is one of the Coal companies in South Kalimantan. PT Adaro Indonesia as a leading coal mining company always adheres to government policies. This includes the obligation to implement CSR programs in operational villages. The CSR program is not only done by Adaro, but also by its partners.

The company synergizes with the government to contribute to human development since the company operates. The CSR program is divided into 5 programs, namely economics, education, health, socio-culture and environment with the main objectives in the village operational areas of the company, 2 Provinces, 6 Districts, 15 Districts and 65 Villages in accordance with the needs of the communities affected or potentially affected by industrial process. The five pillars aim to create a post-mining community that is independent in terms of economic independence, intellectual independence and independence of management with a system of values of honesty, fairness, simplicity, equality and non-discrimination on the basis of principles of participation, democracy, transparency, accountability and partnership.

The measurement of CSI is one of the instruments used to measure the level of service performance in the community. This instrument provides an opportunity for the community to be involved in the assessment of the performance of the five pillars of the CSR of PT. Adaro Indonesia is periodically objective as a basis for further planning. A satisfied community is a very valuable asset

because if the community is satisfied, it will continue to empower the company and will form a good perception for others about their good experiences (Pohan, 2007).

The measurement of CSI is also useful for companies to support the development and development of community empowerment plans in the future, in accordance with the Minister of Energy and Mineral Resources Decree Number: 1824 / K / 30 MEM / 2018 concerning Guidelines for Implementation of Community Development and Empowerment (PPM). one of the items that must be present for the fulfillment of PROPER parameters from the Ministry of Environment and Forestry (KLHK) in accordance with Minister of Environment Regulation Number: 3 of 2013.

Satisfaction level is also one indicator of service success by looking at the difference between expectations and services they receive. If the service is below expectations, the community will be disappointed. If service is in line with expectations, beneficiaries will be satisfied. Whereas if service exceeds expectations, beneficiaries will also feel very satisfied (Wijono, 2008).

The Community Satisfaction Index (HDI) Measurement Area was carried out in the village of PT Adaro Indonesia, namely in 6 districts, 15 Subdistricts and 28 CSR programs for measuring the Community Satisfaction Index, the operational village communities of companies that had received benefits from corporate CSR programs in 2018, namely beneficiaries of five pillars, namely economic, education, health, socio-cultural and environmental programs.

II. MATERIALS AND METHODS

This type of research is observational analytic using survey methods through a cross-sectional approach, namely data involving independent variables and dependent variables can be collected at one time. The population in this study was taken from beneficiaries of the CSR program. The instrument or tool used in this study is the community perception questionnaire based on the Community Satisfaction Index (CSI) according to Minister of Empowerment of State Apparatus Decree No. KEP / 25 / M.PAN / 2/2004 concerning General Guidelines for Preparing the Community Satisfaction Index.

III. STATISTICAL ANALYSIS AND GRAPHICAL PRESENTATION

Table 1 CSI Indexes

No	Sector	Score	Category
1	Economy	80%	Satisfied
2	Education	80%	Satisfied
3	Health	77,5%	Satisfied
4	Social	81.9%	Satisfied
5	Environment	85%	Very Satisfied
Total		80%	Satisfied

Sumber: CSI Survey of CSR ADARO 2018

IV. RESULTS

The economic sector CSI for the community satisfaction index is 80% with a satisfied category. CSI in the economic field is categorized as very satisfied on the indicators resulting from field data, namely justice gets service, certainty of service costs, environmental comfort and service security. While indicators that are in the satisfied category are disciplinary officers, the ability of officers to provide services, politeness and friendliness of staff, fairness of service costs, service procedures, document service requirements, clarity of service personnel, service personnel responsibilities, speed of service, certainty of service schedules.

The CSI in the education sector for the community satisfaction index is 80% with a satisfied category. The CSI in the education sector with a very satisfied category lies in the indicators of justice, service, certainty of service costs, environmental comfort, courtesy and officer friendliness, service security. While the CSI in the field of education with a satisfied category lies in the clarity of the service officer, discipline, responsibility of the service officer, the ability of the service officer, the fairness of service costs, service procedures, service requirements, certainty of service schedules and speed of service. Educational activities range from donation programs and sustainable programs such as BUD IPB, BUD UPN, regular S1 Scholarships and educational Infrastructure.

The health sector CSI for the community satisfaction index is 77.5% with a satisfied category. CSI in the health sector with a very satisfied category lies in the indicator of modesty and friendliness, certainty of service costs, fairness of service, discipline, environmental comfort, service security. CSI in the health sector with the satisfaction category lies in the service procedure indicators, service requirements, clerical service clerks, service staff responsibilities, fairness of service costs, service personnel's ability, service speed, certainty of service schedules. Activities in the health sector consist of donation programs and ongoing programs.

The total SMI in the socio-cultural field has a community satisfaction index score of 81.9% with a satisfied category. There are 5 indicators of CSI in the socio-cultural field that have a very satisfied category, which is the certainty of service costs, fairness of service, fairness of service costs, environmental comfort and service security. There are 9 indicators of socio-cultural SMIs that have a satisfied category, namely clarity of service officers, discipline, responsibility of service personnel, ability of service personnel to service speed, service procedures, service requirements, certainty of service schedules, and courtesy and hospitality of officers.

CSI score in the environmental field is 85% with a very satisfied category. The fourteen indicators of CSI in the environmental field have a very satisfied category. The indicators are service procedures, service requirements, clarity of service personnel, discipline, responsibility of service personnel, ability of service personnel, speed of service, justice to service, politeness and friendliness of

staff, fairness of service costs, certainty of service costs, environmental comfort, and security service. Environmental programs include sustainable programs.

V. DISCUSSION

CSI in 5 fields is 80% with Satisfied category. CSI with very Satisfied category there are 7 indicators of justice, service, certainty of service costs, discipline, politeness and friendliness of staff, fairness of service costs, environmental comfort, service security. CSI with Satisfied category there are 7 indicators, namely indicators of clarity of service officers, responsibility of service personnel, ability of service personnel, speed of service, certainty of service schedules, service procedures, service requirements. There is no difference between the donation program and the ongoing program for the results of the community satisfaction index because the community considers that the program carried out has been based on the results of communication between the community and the CSR of PT. Adaro Indonesia, which is seen from 14 CSI indicators starting from planning, implementation, monitoring evaluation.

At present the business world is no longer only concerned with the company's financial records (single bottom line), but also social and environmental aspects commonly called the triple bottom line. The synergy of these three elements is the key to the concept of sustainable development. Along with that, various private sectors, governments, community organizations, and the world of education seek to formulate and promote social responsibility in the business sector in relation to society and the environment (Irwanto, 2009).

In implementing the CSR program, several conditions are needed that will ensure the implementation of the program properly. The first condition, the implementation of CSR obtains approval and support from the parties involved. The second condition is the establishment of a clear pattern of relationships between the parties involved. This will improve the quality of coordination of the implementation of CSR programs. Without a clear pattern of relationships among the various parties involved in implementing CSR, it is likely that the implementation of the CSR program will not run optimally and is difficult to be sustainable. The third condition is the existence of good management. Good program management can only be realized if there is clarity of program objectives and there is agreement on the strategies that will be used to achieve the program objectives of the parties involved in implementing CSR programs (Sutowo, 2013). The perceived benefits of the CSR program have a positive effect on the satisfaction felt by the recipient of the program. This satisfaction can be achieved due to the opening of opportunities for poor families in research locations to improve their welfare through behavioral involvement in CSR programs. Although the results of the study show that objective welfare improvement has not increased significantly, subjective satisfaction can be realized because these

families feel that they have tried and carried out a process so that their family's welfare can increase (Nirmaya, 2014).

VI. CONCLUSION

- a) The CSI in the economic field has an index of community satisfaction which is 80% with a satisfied category.
- b) The CSI in the education sector has a community satisfaction index of 80% with a satisfied category.
- c) The health sector CSI has a community satisfaction index of 77.5% with a satisfied category.
- d) The social culture CSI has a community satisfaction index of 80% with a satisfied category.
- e) Environmental CSI has a community satisfaction index of 85% with a very satisfied category.
- f) CSI in the 5 CSR fields of PT. Adaro Indonesia namely economy, education, health, social culture and environment has a score of 80% with a satisfied category.

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