

Analysis Of Community Satisfaction Index On Pt Adaro Indonesia's 5 CSR Programs In 2019

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DOI: 10.29322/IJSRP.10.11.2020.p10731

<http://dx.doi.org/10.29322/IJSRP.10.11.2020.p10731>

Abstract- CSI (COMMUNITY SATISFACTION INDEX) measurement is one of the instruments that measuring level of service performance in the community. This instrument provides an opportunity for the community to be involved in the assessment of Performance FiveField from PT Adaro Indonesia's CSR objectively periodically as the basis for further planning. The purpose of this study is to analyze the community satisfaction index (CSI) in the CSR program of PT Adaro Indonesia in 2019. This type of research is survey through a cross-sectional approach. The population in this study was drawn from the beneficiaries of PT Adaro Indonesia's CSR program in 2019. The sample is the beneficiaries of PT Adaro Indonesia's CSR program which consist of 5 fields, 26 clusters / programs, 907 respondents. CSI in 5 field of CSR, namely economy, education, health, socio-culture and the environment with the category satisfied (82.5). CSI the economic sector with the category satisfied (82.5), education with the category satisfied (83.84), the health sector with the category satisfied (79.4) socio-cultural field by category very satisfied (90.6), the environmental field with the category satisfied (81.9), there is an increase in CSI 5 in PT Adaro's CSR sector compared to 2014, 2018 and 2019. Suggestion, companies can maintain and improve the CSI so that will be better in the following year by increasing socialization and dissemination of information on CSR programs in the community

Index Terms- CSI, CSR, Adaro Indonesia

I. INTRODUCTION

Adaro Indonesia, which is one of the coal companies in South Kalimantan. PT Adaro Indonesia as a leading coal mining company always complies with government policies. This includes the obligation to implement CSR programs in operational villages. The CSR program is not only carried out by Adaro, but also by its partners. The company synergizes with the government to contribute to human development since the company operates. PT Adaro Indonesia's CSR program is divided into 5 programs, namely economy, education, health, socio-culture and environment with the main target in the villages in the company's

operational areas, 2 Provinces, 6 Districts, 15 Districts and 65 Villages according to the needs of the surrounding communities who are affected or have the opportunity to feel impact of industrial processes. The five pillars aim at creating an independent post-mining community in the sense of economic independence, intellectual independence and management independence with a value system of honesty, justice, simplicity, equality and non-discrimination based on the principles of participation, democracy, transparency, accountability and partnership.

CSR is not only a company's creative activity and is not limited to compliance with legal regulations alone, but is a company's commitment to building a better quality of life with related stakeholders (government and society), especially the community around the company. Because the role of CSR is currently increasingly important for the community around the company in an effort to balance development, be it economic, social, cultural health and the environment.

PT Adaro Indonesia's CSR activities are also the implementation of Law No. 40 of 2007 which regulates Limited Liability Company CSR, namely that the company established has a certain activity sector that emphasizes the aspects of community welfare. Activities in the course of its implementation, CSR has been widely accepted by the community in the company's operational villages and has had a positive impact, so that the community can benefit from the existence of the company in its area.

CSI measurement is one of the instruments used to analyze service performance in the community. This instrument provides an opportunity for the public to be involved in periodically assessing the Five Pillars Performance of PT Adaro Indonesia's CSR 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 to others about their good experiences (7).

The scope of measurement for CSI is guided by the Regulation of Permenpan 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys.

The previous regulations were deemed non-operational and required technical elaboration in their implementation. So it needs

to be adjusted to an applicable survey method and easy to implement. In addition, this Regulation is intended to provide clear and firm directions and guidelines for service providers.

The elements will be the focus in implementing the Community Satisfaction Survey which consists of 9 elements consisting of requirements; systems, mechanisms and procedures; turnaround time; fees / rates; product type service specification; executive competence; implementing behavior; the handling of complaints; as well as facilities and infrastructure.

Measurement of the Community Satisfaction Index (CSI) is also useful for companies to support the preparation of future community development and empowerment plans, 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), in addition to The CSI is also one of the items that must be in place for the fulfillment of the PROPER parameters of the Ministry of Environment and Forestry (KLHK) in accordance with the Minister of Environment and Forestry Regulation Number: 3/2013 and for the fulfillment of CSR Key Performance Indicators (KPIs) in making analytical bases for decision making with focus

on things that are considered the most important and can be measured.

The area for measuring the Community Satisfaction Index (CSI) is carried out in the village of PT Adaro Indonesia's operational area, namely in 6 districts, 15 districts and 28 CSR programs for measuring the Community Satisfaction Index, these are the company's operational village communities who have received benefits from the company's CSR program in 2018, namely beneficiaries of the five pillars, namely economic, education, health, socio-cultural and environmental programs.

II. RESEARCH METHOD

This research is analytic observational. The population in this study was drawn from the beneficiaries of the CSR program. The instrument or tool used in this research is a public perception questionnaire based on the Community Satisfaction Index (CSI) according to the Decree of the Minister of State Apparatus Empowerment No. KEP / 25 / M.PAN / 2/2004 concerning General Guidelines for Preparation of Community Satisfaction Index

III. RESULTS AND DISCUSSION

Table 1 Results of 5 Sector SMIs

No.	Field	Score	Category
1	Economy	82.50	Satisfied
2	Education	83.84	Satisfied
3	Health	79.49	Satisfied
4	Socio-cultural	90.66	Very satisfied
5	Environment	81.90	Satisfied
Total		82.55	Satisfied

Source: CSI Survey of ADARO CSR Program 2019

Achievements of the CSI Program in the Economy

CSI in the economic sector has a score 82.50 with the category very satisfied. Where there are 8 programs that are measured, namely the village development program, UMKM, agriculture, plantations, fisheries, livestock, village echoes, and economic infrastructure. The following is a comparison between the CSI in the economic sector in 2018 and 2019:

Table 2 Comparison between the CSI in the Economic Sector in 2018 and 2019

Field / Program	CSI (2018)	CSI (2019)	Progress
Village Development	80	83.19	+ 3.19
UMKM	77.5	83.96	+ 6.46
Agriculture	80	85.49	+ 5.49
Plantation	87.5	80.92	- 6.58
Fishery	77.5	77.99	0, 49
Ranch	80	79.06	- 0.94
Echo Village	77.5	76.75	- 0.75
Economic Infrastructure	82.5	77.17	- 5.33

Field / Program	CSI (2018)	CSI (2019)	Progress
Economy	80	82.50	+ 2.50

Source: CSI Survey of ADARO CSR Program 2019

From Table 2, it can be seen that the total value of CSI in the Economic Sector in 2019 has increased 2.5 compared to 2018. The Community Development Program, UMKM and Agriculture made a positive contribution to the increase in the achievements of CSI in the Economic Sector in 2019.

Achievements of the CSI Program in the Field of Education

CSI in education has a score 83.84 with the category very satisfied. Where there are 4 programs that are measured, namely the BUD IPB program, BUD UPN, regular scholarships, and educational infrastructure. The following is a comparison between the CSI in the education sector in 2018 and 2019:

Table 3. Comparison between the SME Education Sector in 2018 and 2019:

Field / Program	CSI (2018)	CSI (2019)	Progress
BUD IPB	82.5	87.41	+ 4.91
UPN BUD	75	82.60	+ 7.60
Regular Scholarship	77.5	85.42	+ 7.92
Educational Infrastructure	80	79.10	- 0.90
Education	80	83.84	+ 3.84

Source: CSI Survey of ADARO CSR Program 2019

From Table 3, it can be seen that the CSI value in the education sector in 2019 has increased in achievement by 3.84 Compared to the achievements in 2018. The BUD IPB program, BUD UPN and regular scholarships have contributed significantly to the improvement of the achievements of CSI in the education sector.

Achievements of the CSI Program in the Health Sector

The health sector CSI has a score 79.49 with the category very satisfied. Where there are 6 programs that are measured, namely the KIBBLA program, cataract surgery, clean water, social health services, healthy schools, health infrastructure. The following is a comparison between the CSI in the health sector in 2018 and 2019:

Table 4 Comparison between the Health Sector CSI in 2018 and 2019

Field / Program	CSI (2018)	CSI (2019)	Progress
KIBBLA	80	76.86	- 3.14
Cataract Surgery	82.5	79.81	- 2.69
Clean water	70	78.92	+ 8.92
Health Service	80	79.54	- 0.46
Healthy School	80	81.00	+ 1.00
Health Infrastructure	75	80.61	+ 5.61
Health	77.5	79.49	+ 1.99

Source: CSI Survey of ADARO CSR Program 2019

From table 4 it can be seen that the value of the CSI in the Health sector in 2019 has increased by 1.99 compared to the achievements in 2018. The Clean Water and Health Infrastructure Program contributed significantly to the improvement of the achievements of SMIs in the health sector.

Achievement of CSI in Socio-Cultural Sector

The CSI in the socio-cultural sector has a score 90.66 by category very satisfied. Where there are 4 programs measured, namely religious programs, cultural arts, sports, and socio-cultural infrastructure. The following is a comparison between the CSI in the socio-cultural sector in 2018 and 2019:

Table 5 Comparison between the CSI in the Socio-Cultural Sector in 2018 and 2019

Field / Program	CSI (2018)	CSI (2019)	Progress
Religious	80	99.96	+ 19.96
Art and culture	85	84.55	- 0.45
Sports	75	87.91	+ 12.91
Socio-Cultural Infrastructure	80	79.54	+ 7.70
Socio-cultural	80	90.66	+ 10.66

Source: CSI Survey of ADARO CSR Program 2019

From Table 5, it can be seen that the value of CSI in the socio-cultural sector in 2019 experienced a significant increase, namely by 10.66% compared to the achievement in 2018. The Religious and Sports Program provided a significant contribution to increasing the achievements of CSI in the socio-cultural field.

Environmental Sector CSI Achievements

Environmental CSI has a score 81.90 by category satisfied. Where there are 4 programs that are measured, namely reuse, reduce, recycle (3R), environmental education, Adiwiyata schools, and environmental infrastructure. Give itkut is a comparison between CSI in the socio-cultural field in 2018 and 2019:

Table 6 Comparison of CSI in the Environmental Sector in 2018 and 2019

Field / Program	CSI (2018)	CSI (2019)	Progress
3R	82.5	82.63	0.13
Environmental Education	77.5	83.48	+ 5.98
Adiwiyata School		82.81	+ 12.91
Environmental Infrastructure		78.79	+ 7.70
Socio-cultural	80	81.90	+ 1.90

Source: CSI Survey of ADARO CSR Program 2019

From table 6, it can be seen that the CSI value in the Environment sector in 2019 has increased by 1.90 compared to the achievements in 2018. In the CSI environmental infrastructure program in 2019 when compared to 2018 there was not much increase.

Now it is the time to articulate the research work with ideas gathered in above steps by adopting any of below suitable approaches:

IV. CONCLUSION

1. CSI the economic sector with the category satisfied (82.50)
2. CSI the field of education with the category satisfied (83.84)
3. CSI health sector with the category satisfied (79.49)
4. CSI in the socio-cultural field by category very satisfied (90.66)
5. Environmental CSI with the category satisfied (81.90)
6. CSI in 5 areas of CSR, namely economy, education, health, socio-culture and the environment with the category satisfied (82.55)
7. CSI 5 in the CSR Sector of PT. Adaro was categorized as quite satisfied in 2014, so there was an increase in 2018 to the satisfied category. There was an increase in the indicators of satisfaction, namely the attributes of funding, behavior of implementers and handling of complaints, suggestions and input and infrastructure. Community Satisfaction Index Value in 5 CSR Areas of PT. Adaro in 2019 when compared to the previous year was still in the satisfied category, but in terms of value increased by 0.1.

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