

## Measuring the Community Satisfaction Index (CSI) among the beneficiaries of the CSR Program by PT Pertamina Patra Niaga DPPU Syamsudin Noor

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### Abstract

This study focuses on measuring the Community Satisfaction Index (CSI) among the beneficiaries of the Corporate Social Responsibility (CSR) Program conducted by PT Pertamina Patra Niaga DPPU Syamsudin Noor. The objective of the research is to assess the level of satisfaction and contentment within the community resulting from the CSR initiatives. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data. The findings contribute to a better understanding of the effectiveness of the CSR program in generating positive impacts and fostering community satisfaction. The research outcomes hold significance for both PT Pertamina Patra Niaga and other organizations aiming to enhance their CSR endeavors for maximum community benefit and contentment.

**Keywords:** Community Satisfaction Index (CSI), CSR Program

### INTRODUCTION

The presence of a company can have both positive and negative impacts. One of the positive impacts of a company's presence is the creation of job opportunities and fulfilling the needs of the community itself. The presence of a company also brings about physical and non-physical changes as well as environmental impacts. Companies have social, moral, and ethical obligations and responsibilities towards the surrounding community. Therefore, the existence of Corporate Social Responsibility (CSR) is a form of responsibility of the company itself (Pramana et al., 2020).

There are several reasons why companies engage in social responsibility. First, companies are an integral part of the society in which they operate. By addressing the needs and interests of the community, companies can build better relationships with stakeholders and create a more stable environment for their operations.

Second, corporate social responsibility can provide long-term benefits for the company itself. For instance, companies that invest in sustainable environmental initiatives can reduce their negative operational impacts on the environment while building a positive company image in the eyes of consumers and the general public. This can enhance customer trust and loyalty and help companies succeed in an increasingly sustainable market.



Corporate social responsibility represents the company's commitment by considering social, economic, environmental, and health aspects. CSR is aimed at enabling companies to pay attention to the environmental and social conditions of the community around their operational area. CSR programs are usually related to empowering the community through the development of potential and capabilities, such as knowledge, skills, and experiences.

CSR has a positive impact on both the company and the community, as it demonstrates that the company is not only concerned about itself but also about the surrounding community. The presence of CSR is expected to contribute to improving the quality of life and well-being of the community around the company's operational area. Therefore, CSR programs developed by companies should focus on aspects that are not only immediate but also sustainable, such as economic, social, and environmental aspects.

PT Pertamina Patra Niaga DPPU Syamsudin Noor, a company operating in aviation fuel services, is committed to ethical conduct in its business operations. One of these commitments is through implementing empowerment programs targeting the community in the company's immediate vicinity (ring-1). DPPU Syamsudin Noor has five CSR programs covering community empowerment, capacity building, and infrastructure improvement. These programs include Duta Bahtera (Posyandu Pertamina Bahagia and Sejahtera), Hiling di Kasturi (Greening and Environmental Management in RT 33 Kasturi), Pertamina Sigana (Disaster Preparedness), Sambar Deer and South Kalimantan's Endemic Plants Conservation, and Eco Green School Program. All these programs began in 2022, except for the conservation program which started in 2019.

Regarding the implementation of CSR programs by a company, evaluation is necessary to improve future programs. The effectiveness of a CSR program can be assessed based on the satisfaction level of program beneficiaries (Hildawati, 2020). Indicators for evaluating the effectiveness of a CSR program, as proposed by Supradinata in Hildawati (2020), include effectivity (benefits), relevance (suitability of the program to needs and potential), sustainability (program continuity), impact (program's effect on beneficiaries), and empowerment (community empowerment). Meanwhile, community satisfaction or dissatisfaction is a response from the community about the alignment of expectations and reality experienced by the beneficiaries of the program.

Community satisfaction levels can be measured using the Community Satisfaction Index (CSI) method. CSI aims to determine the extent to which a public service benefits the beneficiary community (Sutowo, 2013). Satisfaction is the feeling that arises from comparing outcomes with prior expectations (Hildawati, 2020). Community satisfaction should be a responsive concern for companies. In this context, community satisfaction is the beneficiaries' response to the company's provided program. When beneficiaries perceive satisfaction with the program, it means the company's performance in implementing the program exceeds expectations and efforts to fulfill something have been successful (Tjiptono in Hildawati, 2020), and the program is running as intended. However, if beneficiaries express dissatisfaction, program evaluation is needed to prevent such dissatisfaction from recurring.

Studies of CSI in a company's CSR program have yielded varying results. Pertamina Patra Niaga's CSR program at DPPU Sultan Thaha, "Kampung Wisata Eka Jaya," in the Eka Jaya Tourism Village group, achieved a CSI score of 89.58, categorized as excellent with quality grade B (Putri, 2022). This score indicates that beneficiaries are highly satisfied with the company's program and have benefited from it. The CSI measurement for the CSR program of PT Pertamina Patra Niaga Integrated Terminal Panjang, "Kabarti Green Village," showed a good category with a CSI score of 87.62 (Lestari and Hasanuddin, 2022).

CSI is included in the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017, which contains data and information about community satisfaction levels from both quantitative and qualitative measurements. CSI assessment can be measured from the public's opinion about a company. CSI is used to structure systems, mechanisms, and service procedures to make them more efficient and effective (Widodo, 2019). CSI can be conducted through approaches such as interviews and questionnaire surveys with the community.

The purpose of conducting this public satisfaction index study are as follows:

1. To determine the level of satisfaction of beneficiaries towards the CSR program of DPPU Syamsudin Noor.
2. To assess the beneficiaries' perceptions regarding the planning, implementation, and sustainability of the CSR program of DPPU Syamsudin Noor.
3. To serve as an evaluation material for the continuity and sustainability of the CSR program of DPPU Syamsudin Noor.

This study encompasses assessment aspects that measure the Community Satisfaction Index. These aspects form the benchmark for assessment in this study. These aspects include:

1. Program Planning: Company involvement in program planning, beneficiary involvement in program planning, and the ease of submitting program plans annually.
2. Company Commitment: Costs, thoughts, energy, and time for program implementation, program relevance to the faced needs.
3. Facilitator Performance: Facilitator's guidance during implementation, facilitator's abilities, facilitator's responsibilities, facilitator's acceptance in the eyes of the community.
4. Program Implementation: Alignment of planning with execution, adherence of implementation to the planned schedule.
5. Community Participation: Beneficiaries' engagement level with the program.
6. Program Utility: Beneficiaries' understanding of the program, enhancement of beneficiaries' knowledge/skills, dissemination of acquired knowledge/skills.
7. Company Responsiveness to Issues.
8. Program Sustainability: Beneficiaries' preparedness after program completion.

## RESEARCH METHODS

### Objective Of The Analysis

The measurement of the Community Satisfaction Index is carried out among the beneficiaries of three CSR programs by DPPU Syamsudin Noor. These three programs are the Duta Bahtera Program (Integrated Posyandu Pertamina Bahagia and Sejahtera), the South Kalimantan Deer and Endemic Plant Conservation Program, and the Eco Green School Program. The target respondents for measuring the Community Satisfaction Index in the Duta Bahtera CSR program are the 10 posyandu cadres

themselves and 7 parents who are beneficiaries of the Stunting Recovery PMT. In contrast to the previous program, for the South Kalimantan Deer and Endemic Plant Conservation Program at Edupark Rusa Sambar BPSI LHK in Banjarbaru City, the respondents are aimed at 2 edupark managers. Meanwhile, for the Eco Green School program, the target respondents consist of 2 Adiwiyata supervisors at SMPN 11 Banjarbaru.

### **Data Sources**

There are two data sources in this study: primary data and secondary data. Primary data is data obtained directly from its main source (Seran, 2020), which is from the beneficiaries of the Duta Bahtera program (Posyandu Mawar), the South Kalimantan Deer and Endemic Plant Conservation Program (BPSI LHK Banjarbaru), and the Eco Green School Program (SMPN 11 Banjarbaru) through interviews and questionnaire completion. Meanwhile, secondary data is data obtained from other official sources (Seran, 2020), where the secondary data in this study consists of information and documents from the internal company, PT Pertamina Patra Niaga DPPU Syamsudin Noor, as well as other relevant institutions.

### **Sampling Determination**

Population is a generalization area consisting of objects/subjects with certain qualities and characteristics determined by the researcher and then drawn to conclusions (Muhyi et al., 2018). The population in this study is all members of the community within the specified scope and time frame. For research purposes, the sample is determined using the simple random sampling technique. It's considered random because data is collected from the population randomly without considering the existing strata within that population. The sample itself is a subset of the quantity and characteristics possessed by the population (Muhyi et al., 2018). Respondents are selected from various ages, genders, professions, and different educational levels.

### **Data Collection**

This research is a qualitative descriptive study. According to Sugiyono (2016), qualitative descriptive method is a research method based on postpositivism philosophy used to study natural object conditions (as opposed to experimentation), where the researcher is the key instrument. Data collection techniques are performed through triangulation (combination), data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning over generalization.

### **Sample Determination**

Population is a generalization area consisting of objects/subjects with specific qualities and characteristics defined by the researcher and subsequently drawn to conclusions (Muhyi et al., 2018). The population in this study comprises the entire community within the specified scope and time. For research purposes, the sample is determined using the simple random sampling technique. It's referred to as random because the data is taken from the population without considering the strata present within that population. The sample itself constitutes a portion of the quantity and characteristics held by the population (Muhyi et al., 2018). Respondents are selected across various ages, genders, professions, and different levels of education.

### **Data Collection**



This research is a descriptive qualitative study. According to Sugiyono (2016), qualitative descriptive method is a research approach based on postpositivist philosophy used to study natural conditions of the object (as opposed to experimentation), wherein the researcher acts as a key instrument, and data collection is carried out through triangulation (combination) of techniques. Data analysis is inductive or qualitative in nature, and the outcomes of qualitative research emphasize meaning over generalization.

## **Program Profile**

### **1. Duta Bahtera**

The Duta Bahtera program targets Posyandu Mawar, a community health post that provides services in 7 neighborhoods (RT) within RW 06 of Syamsudin Noor Sub-district.

The extensive scope of Posyandu Mawar, compared to other health posts in Syamsudin Noor Sub-district, causes the intended recipients of the health services, or the targets, to rarely attend the service sessions for various reasons such as distant location and taking children to school. Before the implementation of this program, the data showed that the targeted recipients of the health services amounted to 112, but only around 30 children actually attended.

The Duta Bahtera program is an empowerment initiative for Posyandu (community health post) volunteers in the Syamsudin Noor Sub-district, specifically focusing on Posyandu Mawar, in an effort to address and combat stunting. The basis for this program lies in the limited capacity of Posyandu volunteers to provide health services and the high prevalence of stunting in the Syamsudin Noor Sub-district (Document: Social Mapping of DPPU Syamsudin Noor, 2021). There were 13 toddlers identified as stunted according to data from the Guntung Payung Community Health Center, with four of them being the target beneficiaries of Posyandu Mawar (Document: Proposal for the Duta Bahtera Program Activities, 2022). Several factors influence a child's nutritional status, including the environment, diet, parental caregiving practices, and the role of community health posts as a healthcare facility. The weakened role of volunteers in child-focused health posts has led to a decline in the quality of healthcare services for children. Therefore, in the first year of this program, the focus was on stunting recovery and enhancing the capabilities of Posyandu volunteers through various training sessions aimed at improving their knowledge and skills.

The Duta Bahtera program addresses stunting through the Stunting Recovery PMT (Posyandu Movement for Stunting Recovery) activities targeting 7 toddlers in the Syamsudin Noor Sub-district. For 14 days each month, the targeted toddlers receive a nutritious and balanced breakfast through the PMT. This activity not only provides essential nutrition for the children but also educates parents about the fact that nutritious meals don't have to be expensive; instead, they can be made from locally available ingredients. The meal plan is overseen by nutrition experts collaborating with the CSR (Corporate Social Responsibility) of DPPU Syamsudin Noor.

Additionally, the Duta Bahtera program strives to combat stunting through anthropometry training for the volunteers. This training aims to equip



the volunteers with basic skills in measuring and weighing toddlers, thereby minimizing human errors that could impact a child's nutritional status. Volunteers from Posyandu Mawar, along with parents of stunted children, also receive training in balanced nutrition awareness and childcare practices. The goal of these training sessions is to educate volunteers and parents about providing proper nutrition to children and enabling them to better educate and care for their children, ensuring their healthy growth and development.

## 2. Conservation of Sambar Deer and Endemic Plants in South Kalimantan

This program was initiated due to the company's growing awareness of the need to preserve endemic flora and fauna within its operational area. DPPU Syamsudin Noor is located in the South Kalimantan Province of Indonesia, where the island of Kalimantan hosts numerous endangered flora and fauna species due to human activities. DPPU Syamsudin Noor acknowledges that conservation efforts cannot be carried out independently. Support from various parties, especially those with expertise and authority in preserving rare flora and fauna, is crucial. Therefore, DPPU Syamsudin Noor collaborated with the Environmental and Forestry Standard Instrument Application Center or BPSI LHK Banjarbaru (formerly known as Balai Litbang Banjarbaru) to conduct the conservation of endemic flora and fauna.

The sambar deer (*Cervus unicolor*) was chosen as the species to be conserved, as it is an endemic Kalimantan fauna that is becoming endangered due to the expansion of human activities (Activity Report of the Sambar Deer and South Kalimantan Endemic Plant Conservation Program, 2021). The sambar deer is also a protected species under the Ministerial Regulation of the Ministry of Environment and Forestry No. P.106/MENLHK/SETJEN/KUM.1/12/2018 concerning protected plant and animal species. Therefore, its breeding requires special attention. Apart from being a protected species, the sambar deer also serves as an alternative protein source from the forestry sector, where its utilization should still prioritize its sustainability. This necessitates systematic and well-planned efforts in developing sambar deer breeding programs to ensure a more significant and meaningful impact on population enhancement.

Simultaneously, the establishment of a demo plot for endemic Kalimantan plants is one of the activities conducted to increase the Kalimantan flora population. Due to its significant benefits for education and conservation purposes, creating a demo plot for endemic Kalimantan plants is essential. To make the demo plot useful for the community and serve as an educational tool, it is situated in a location easily accessible to the public and not far from urban areas.

Beginning in 2019, three sambar deer from Pertamina IT Balikpapan were transported to BPSI LHK Banjarbaru (formerly Balai Litbang) through the South Kalimantan Natural Resources Conservation Agency (BKSDA Kalsel). During the adaptation period, one of the deer died due to the challenges of adjustment. Later, Balai Litbang received two additional deer from Tahura Sultan Adam, one of which also perished. Eventually, three sambar deer managed to survive in BPSI LHK. As of the first semester of 2023, there are 11 healthy sambar deer at BPSI LHK Banjarbaru.

In 2020, a demo plot for endemic Kalimantan plants was established within the arboretum area of BPSI LHK Banjarbaru, covering approximately 0.7 hectares (100 m x 70 m). The theme of the demo plot corresponds to the map of South Kalimantan Province, along with the names of cities within it. In its first year (2020), the demo plot consisted of 59 species and 25 families of endemic Kalimantan plants, organized into 12 clusters representing cities or districts. The plant species encompass various habits, including woody trees and climbing plants. Their uses are diverse,



including wood production, fruit-bearing trees, medicinal plants, aromatic plants, ornamental trees, wildlife food sources, and conservation plants. The demo plot area is also equipped with several facilities, including corridors, gateways, irrigation facilities, city-themed spots, gazebos, and information boards.

Several technical issues still encountered in the deer breeding program include:

- Challenges faced by breeders in handling wild deer (handling during tagging, treatment, capture/movement).
- Weaknesses in the recording and tagging system implemented by the deer breeders.
- Breeding management that does not fully comply with legal regulations.

The Corporate Social Responsibility (CSR) activities of DPPU Syamsudin Noor in 2022 included providing feed for the deer, regular maintenance, veterinary examinations, and the establishment of separate enclosures. There were no activities related to the endemic plant demo plot due to misconceptions from the previous year.

### 3. Eco Green School

SMP Negeri 11 Banjarbaru was designated as a National Adiwiyata School representing South Kalimantan in 2019. This recognition was granted due to the school's program involving the utilization of a pond on the premises. The pond was stocked with ornamental fish, and the pond water was used to irrigate the plants in the school. However, when the pandemic hit Indonesia, this commendable program could no longer be carried out.

Collaborating with PT Pertamina Patra Niaga through synergistic initiatives, DPPU Syamsudin Noor and SMP Negeri 1 Kota Banjarbaru have jointly revitalized environmental efforts and are poised to reclaim the National Adiwiyata accolade. This program was initiated in 2022 and involves activities such as drinking water filtration, teaching the use of botanical pesticides, and training prospective Adiwiyata Schools (knowledge transfer)

## RESULTS AND DISCUSSION

As previously explained, the respondents for this study are beneficiaries of three programs by DPPU Syamsudin Noor: Duta Bahtera program, Conservation of Sambar Deer and South Kalimantan Endemic Plants program, and Eco Green School program. The age range of the respondents varies from 24 to 60 years old. The education levels of the respondents are diverse, ranging from elementary school graduates to those holding Master's degrees.

Table 1:  
Interval Values, Conversion Values, Symbolic Values, and Performance Quality

No.	Interval Value	Conversion Value	Symbolic Value	Performance Quality
1	1.00 – 2.5996	25.00 – 64.99	D	Poor



No.	Interval Value	Conversion Value	Symbolic Value	Performance Quality
2	2.60 – 3.064	65.00 – 76.60	C	Fair
3	3.0644 – 3.532	76.61 – 88.30	B	Good
4	3.5324 – 4.00	88.31 - 100	A	Excellent

Source: Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017.

After conducting the survey and data processing, the Corporate Social Responsibility (CSR) Index of DPPU Syamsudin Noor yielded a score of **95.667**, which falls within the **A** category indicating "**Excellent**." This demonstrates that the CSR programs of DPPU Syamsudin Noor are operating effectively and are deemed beneficial to the program's targets/beneficiaries.

Table 2:  
Conversion Values of CSR Program Elements for DPPU Syamsudin Noor's CSR Index

No.	Element	CSR Index Conversion Value	Category	Quality
1	Company representatives' presence in program planning	79.3	B	Good
2	Beneficiary involvement in program planning	69.4	B	Good
3	Ease of administrative procedure in program planning	83	B	Good
4	Program alignment with community needs	96	A	Excellent
5	Planning suitability for implementation	86	A	Excellent
6	Implementation schedule alignment	85	A	Excellent
7	Beneficiary participation in program implementation	93	A	Excellent
8	Beneficiary understanding of the program	88	A	Excellent
9	Application of Program Knowledge by Beneficiaries	61.1	C	Fair
10	Company Representatives' Assistance	100	A	Excellent
11	Company Representatives' Competence	97.2	A	Excellent
12	Company Representatives' Responsibility	97.2	A	Excellent
13	Beneficiary Response to Facilitator	100	A	Excellent
14	Complaint Handling or Problem Solving by Company	98.6	A	Excellent
15	Company Commitment	100	A	Excellent
16	Enhancement of Beneficiaries' Knowledge and Skills	88.9	A	Excellent
17	Knowledge Dissemination by Beneficiaries	76.4	B	Good
18	Preparation for Self-Reliance	95.8	A	Excellent
CSR Program Index of DPPU Syamsudin Noor		95.67	A	Excellent



Source: IKM Data Analysis, 2023

**Analysis of Assessment Component**

1. Presence of Company Representatives in Assisting Program Planning

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.17	0.19	79.3	B	Good

2. Involvement of Beneficiaries in Program Planning

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
2.78	0.17	69.4	B	Good

3. Ease of Administrative Procedure in Program Planning

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.3	0.2	83	B	Good

4. Alignment of Program with Community Needs

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.8	0.2	96	A	Very Good

5. Alignment of Planning with Implementation

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.4	0.2	86	A	Very Good

6. Implementation Schedule Suitability

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.4	0.2	85	A	Very Good

7. Beneficiary Participation in Program Implementation

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.7	0.2	93	A	Very Good

8. Beneficiary Understanding of Program

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.5	0.2	88	A	Very Good

9. Application of Knowledge From Program by Beneficiaries

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
2.44	0.15	61.1	C	Less Good

10. Assistance by Company Representatives

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
4	0.24	100	A	Very Good

11. Company Representative's Capability

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.89	0.23	97.2	A	Very Good

12. Company Representative's Responsibility

Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.89	0.23	97.2	A	Very Good

13. Beneficiary Response to Facilitator



Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
4	0.24	100	A	Very Good
<b>14. Handling of Complaints or Problem Resolution by Company</b>				
Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.94	0.24	98.6	A	Very Good
<b>15. Company's Commitment</b>				
Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
4	0.24	100	A	Very Good
<b>16. Beneficiary's Knowledge and Skill Improvement</b>				
Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.56	0.21	88.9	A	Very Good
<b>17. Dissemination of Knowledge by Beneficiaries</b>				
Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.06	0.18	76.4	B	Good
<b>18. Preparedness for Independence</b>				
Weighted NRR	NRR x 1/18	IKM Conversion Value	Quality	Performance
3.83	0.23	95.8	A	Very Good

### Learning Outcomes

In practice, the CSR program of PT Pertamina Patra Niaga's DPPU Syamsudin Noor has been running well. The majority of the implemented programs are still in their early stages, but the implementation and community response to these programs are very positive. This also has a positive impact on the company's image, as reflected in the respondents' answers.

On another occasion, one of the beneficiaries of the Duta Bahtera program expressed that due to the CSR assistance from DPPU Syamsudin Noor, their child had the opportunity to consume additional milk, which was previously unavailable due to their family's economic constraints. Furthermore, they mentioned that their child has become more active and developed a liking for consuming food, leading to a gradual increase in their weight each month.

The representative from Posyandu Mawar also explained that through the Duta Bahtera CSR program, the enthusiasm of community members attending the integrated health post (Posyandu) has dramatically increased. The presence of posters announcing the Posyandu activities has informed the community, resulting in more attendance. Additionally, the provision of nutritious snacks for attending toddlers has attracted the interest of parents and the children themselves. Initially, there were only 112 registered toddlers for Posyandu Mawar, but now there are 149 registered. The attendance of toddlers at Posyandu has increased from an average of 30 children to an average of 70 children, even reaching a record of 87 children at one point.

The provision of water filter facilities at SMP Negeri 11 Kota Banjarbaru stemmed from various issues faced by the school. One of these was related to the school's location at the end of Jalan Golf, which marks the boundary between Kota Banjarbaru and Kabupaten Banjar. Due to the lack of residential population in that area, the school faced difficulties in accessing drinking water as there were no water suppliers willing to deliver water gallons to the school. Moreover, the school lacked operational vehicles capable of transporting refilled water gallons. The implementation of the water filtration system has



saved the school approximately 2 million Indonesian Rupiah per month in expenses for providing drinking water to 25 rooms.

The captive breeding of sambar deer began in October 2019, starting with 3 deer consisting of 1 male and 2 females (Program Report, 2021). The enclosure's conditions were adjusted to mimic the natural habitat of sambar deer, complete with trees and a water pond for wallowing. Care was provided through a combination of natural and supplementary feeding. Natural food included grass, leaves, and fruits, while supplementary feed consisted of bran and multivitamins. The deer's health was examined by a veterinarian three times a year. The consistent implementation of these activities has ensured the success of the deer breeding and conservation program. This is evidenced by the increase in the deer population from an initial 3 individuals to 11 individuals.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

The community satisfaction index of the CSR program by DPPU Syamsudin Noor falls into the "very good" category, with a calculated index score of 95.67. This outcome demonstrates that the beneficiaries greatly benefit from the implemented programs. When CSR programs manage to provide substantial benefits and impacts, the satisfaction of the community should naturally be fulfilled (Hildawati, 2020).

As shown in Table 3, out of the 18 elements evaluated, 13 elements received a "very good" rating, 4 elements were rated as "good," and only one element was rated as "fair." This indicates a positive response from the stakeholders of CSR DPPU Syamsudin Noor, particularly the beneficiaries who are the target audience of the program.

All three programs exhibited highly favorable quantitative assessment results. In practical terms, each program also demonstrated its effectiveness through tangible outcomes. However, upon closer examination, these three programs still have their shortcomings, specifically the absence of significant economic improvement for the beneficiaries. A successful program doesn't always translate to economic advancement, but it would be beneficial if the beneficiaries' economic conditions could also be positively impacted by the CSR initiatives.

### Recommendations

The assessment and IKM survey are expected to serve as references and evaluations for the company to continually enhance the creativity and quality of the CSR programs. This is crucial to ensure that the benefits of the programs can reach a broader audience. Furthermore, for newly surveyed programs, there is room for improvement in their early stages to enhance their future implementations.

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