

Community Satisfaction Index in Coastal Community Empowerment by PT. Indonesia Power Generation Unit (UP) Suralaya, Cilegon-Banten in 2018

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Abstract. This study measures community satisfaction with the practice of coastal community empowerment carried out by PT. Indonesia Power Generation Unit (UP) Suralaya. Banten is one of the provinces which has a coastline of 517.42 km with 40.88 km is Cilegon City area. The Corporate Social Responsibility by PT. Indonesia Power Generation Unit (UP) Suralaya is carried out for the ring-one community that has a seashore, namely in Salira Village, Serang Regency and Suralaya Village and Lebakgede Village, Cilegon City. The research approach used is a quantitative approach coupled with qualitative analysis. The data collection used structured interviews, observations, and documentation studies. The results of the discussion showed a strong contribution from PT. Indonesia Power Generation Unit (UP) Suralaya's Corporate Social Responsibility program to empower the communities in Salira, Suralaya and Lebakgede, Cilegon City, Banten Province based on community centered development. PT. Indonesia Power Generation Unit (UP) Suralaya established an administrative leader communication forum consisting of the company, the communities and the formal leaders. As the result, it can lead to the community satisfaction levels (74.09%) for the existence/presence by PT. Indonesia Power Generation Unit (UP) Suralaya which is getting better.

Keywords: Corporate Social Responsibility, Empowerment, Indonesia Power.

1 Introduction

Empowerment is a task of the government and the private sector. Public service is activities or a series of activities related with the service necessity fulfillment and it is appropriate with statutory regulations for every citizen in the term of goods, services and or administrative services provided by public service providers (Law No. 25 of 2009 Article 1) [1]. Dwiyanto argue the results of observations on the practice of public service management showed that policies, procedures and service facilities are often designed not to facilitate users in accessing services but rather to control the behavior of users, so that they will not perform moral hazards, and consequently community often have difficulty to access the public service fairly, easily and cheaply [2].

The social responsibility agenda by companies or business entities continues being such an interesting issue to be discussed by the private sector or by the policy makers as stated by Ng'eni (2015), Corporate Social Responsibility (CSR) continues to be a dominant agenda of business entities, especially to the Multinational Companies (MNCs) and policy makers. This

follows its prime mechanism which links state, company and society forming what we call a triangulation relationship [3]. PT. Indonesia Power Generation Unit (UP) Suralaya located in the east coast of Sunda Strait in Suralaya Village, Pulomerak District, Cilegon City. PT. Indonesia Power is a subsidiary of State Electricity Company (PLN), the largest power generation company in Indonesia, which the existence is greatly needed to provide energy source for the people in Indonesia.

In carrying out its CSR obligations, the company cannot ignore the characteristics of a coastal area. It should empower the community of ring one, because basically empowering the coastal community will be able to increase the community income. As stated by Tjilen *et al* (2018), the development of potential coastal areas and efforts to exploit coastal areas through fisheries and marine activities are believed to have a major impact on the increase of people's incomes and the economic improvement of a region. The potential development of coastal areas is believed to have multiplier effects, which in turn will provide a spread effect for the growth of various economic related activities, both for coastal areas and surrounding areas. Increased incomes of coastal communities can directly increase the contribution of labor absorption from a minus area and underdeveloped into an area that has economic value by developing the potential of the region. Increased incomes of society indirectly provide economic impact in the form of contribution to the development of the community economy that can increase local revenue in the form of taxes, levies and other receipts [4].

In the implementation of community empowerment by PT. Indonesia Power Generation Unit (UP) Suralaya, it often creates social dynamics among the beneficiary community. Therefore, this study will measure the level of satisfaction of the beneficiary community groups.

The allocation of CSR programs and budgets that had been realized up to July 2018 was 27.53 percent of the total CSR budget in 2018. The purpose of this research is to find out the service satisfaction level from PT. Indonesia Power Generation Unit (UP) Suralaya as the service providers to the CSR users. Furthermore, it is expected that the service improvement process of CSR services in 2018 can be carried out for a better implementation of it in the future. The evaluation is also carried out as an effort to measure the usefulness of CSR programs for the community.

2 Method

The research subject is the source of the data requested for information which related with the research problem. Arikunto [5] stated that the data source in the researches the subject from where the data is obtained. In this study the source of the data are the beneficiaries of the community empowerment program by PT. Indonesia Power Generation Unit (UP) Suralaya. This study uses a quantitative approach with the distribution of structured questionnaires by using a quota sampling technique in this case more than 50% of the beneficiaries of the CSR program with a total sample of 50 respondents. In order to maintain the validity of the data, the structured questionnaire has passed the stages of validity and reliability testing. Isna and Wardo [6] explained that to test the validity of research measuring instruments, the most commonly used technique in social research is item analysis. The collected data will be processed to produce satisfaction index numbers and distribution of community empowerment achievement data. Researchers also collect the data by studying related documents. In order to maintain the principles of environmental sustainability

development aspects, the preparation of the instrument was carried out with reference to the Minister of Environment Regulation Number 6 of 2013 concerning PROPER in order to be able to measure community satisfaction [7]. The measurement of Community Satisfaction Index is an evaluation and feedback from CSR users and it is also an improvement material of CSR implementation so that the company's existence and acceptability are accepted and beneficial to the community.

3 Discussion

Based on Banten in Figures (2018), Banten is one of the provinces which has a coastline of 517.42 km with 40.88 km is Cilegon City area [8] and PT. Indonesia Power is located in Suralaya Village, Pulomerak District, Cilegon City. Geographically, the company's presence on the shoreline is due to support the company's operations related to the logistics needs of coal as the main energy source. In carrying out its operations, PT. Indonesia Power runs its CSR obligations routinely. The implementation of CSR is a service critical moment, as it refers to Albrecht and Bradford in Ratminto and Winarsih that the critical moment of service as a contact which occurs between consumers and every aspect of the organization that will create consumer opinion about the quality of service provided by the organization. To create good service quality, every organization must identify and manage critical moments of the service well [9].

The implementation of community empowerment by PT. Indonesia Power Generation Unit (UP) Suralaya in 2018 was budgeted at Rp. 2,088,250,000.00. This budget had been partially realized for the needs of the local community. The CSR program by PT. Indonesia Power that had been implemented was classified into 3 (three) major aspects, namely: community service aspect; relationship development aspect; and community empowerment aspect. Budget distribution is carried out relatively evenly on the three aspects according to Figure 1.

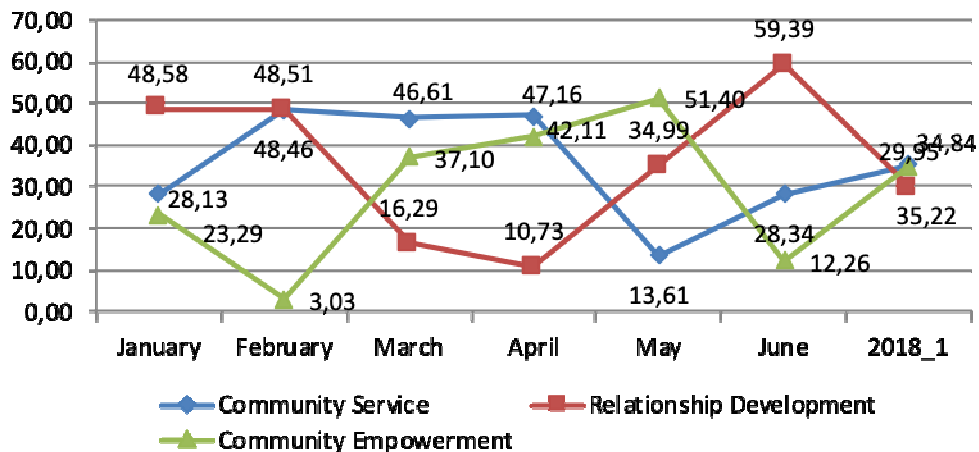


Fig. 1. CSR Distribution Types by PT. Indonesia Power Generation Unit (UP) Suralaya Semester I in 2018 (Research data, processed, 2018).

Figure 1 above shows the CSR distribution by PT. Indonesia Power Semester I in 2018 tends to be evenly distributed in the range of 29.95 - 35.22 percent and it is not concentrated in only one type of CSR, even though there are fluctuations in the concentration of CSR types in each month. The aspects of community empowerment are consisting of development and business capital assistance, skill improvement assistance, product marketing assistance, and research and development assistance. The realization is explained in Figure 2 below:

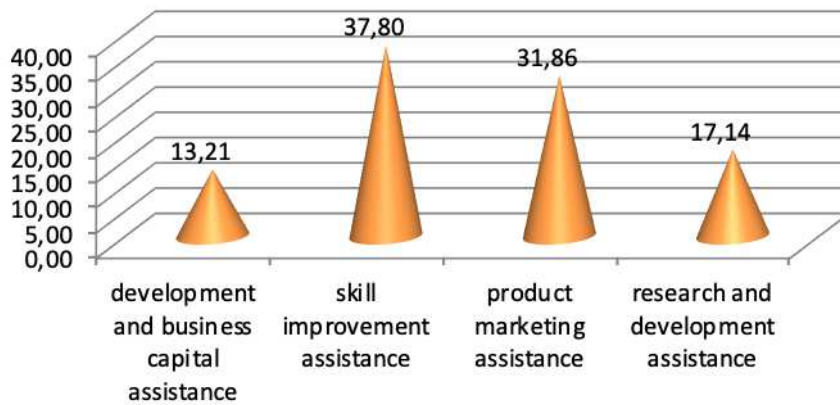


Fig. 2. The Details of CSR Achievement by PT. Indonesia Power Generation Unit (UP) Suralaya Community Semester I in 2018 (Data processed, 2018).

Figure 2 shows that the overall budget aspects of community empowerment are predominantly distributed in skills improvement activities (37.80%); then the product marketing assistance (31.86%); research and development assistance (17.14%) and the last on development and business capital assistance (13.21%). It means, in general, the empowerment activities undertaken are productive activities that are able to provide ability to powerful. The assessment guidelines for assessing the community satisfaction index are:

Table 1. Guide lines for Assessing Community Satisfaction Index [10].

Perception Value	Interval Value of CSI	Conversion Interval Value of CSI	Serv Qual	Serv Unit Perform
1	2	3	4	5
1	1,00 – 1,75	25 – 43,75	D	Poor
2	1,76 – 2,50	43,76 – 62,50	C	Fair
3	2,51 – 3,25	62,51 – 81,25	B	Good
4	3,26 – 4,00	81,26 – 100,00	A	Very Good

Source: Kepmenpan RI Number 25/2004.

Based on Table 1 above, researchers can analyze and categorize the results of the calculation of the Community Satisfaction Index for Community Empowerment by PT. Indonesia Power Generation Unit (UP) Suralaya Semester I in 2018 as in table 2.

Table 2. CSI Calculation Results for Community Empowerment PT. Indonesia Power Generation Unit (UP) Suralaya Semester I in 2018

No	Research Results	CSI Value	Quality Value	Rate
1	2	3	4	5
1	The Easiness in Getting Empowerment	3,16	B	Good
2	The Smoothness in Getting Empowerment	3,06	B	Good
3	The Sufficient Time in Doing Empowerment	2,98	B	Good
4	The Improvement Commitment	3,04	B	Good
5	The Money Commitment	3,04	B	Good
6	The Ability of The Program to Improve the Economy	2,84	B	Good
7	The Utilization of Empowerment Programs	3,06	B	Good
8	The Transparency of Proposal Submission	2,90	B	Good
9	The Suitability of Funding with Proposal	2,78	B	Good
10	The Output Comparison for Community with Empowerment	2,88	B	Good
11	The Empowerment Program Quality	2,82	B	Good
12	The Empowerment Plan	3,16	B	Good
13	The Quality of The Implementation of Empowerment Program	3,08	B	Good
14	The Mentoring Commitment	3,06	B	Good
15	The Amount of Empowerment Assistance	2,88	B	Good
16	The Reporting Intensity	2,72	B	Good
17	The Selectivity for Assistance Proposals	3,08	B	Good
18	The Offer of Assistance Proposal	2,90	B	Good
19	The Reasonable Cost	2,90	B	Good
20	The Diversity of Empowerment Form	3,18	B	Good
21	The Suitability Time of Distribution	3,12	B	Good
22	The Empowerment Service	3,02	B	Good
23	The Clarity of Information Flow	3,26	B	Good
24	The Community Satisfaction Index Semester I in 2018	2,82	B	Good

Source: Research data, processed, 2018.

Based on table 2 above, it shows that all items from sub-indicator number 1-24 are in the CSI interval values 2.51 - 3.25. So, it can be concluded that they are included in the Good category. From all sub-indicator items of number 1-24, the highest or the best index score is in the number 23, which is the information clarity with a score 3.26 in 2018. This value shows that the community around PT. Indonesia Power has felt the transparency of information related to the existence of community empowerment CSR by PT. Indonesia Power. The items that need serious attention from PT. Indonesia Power is the service aspect that has the lowest score, which is in the number 16 which is reporting intensity, with a score 2.72, but still it is in the Good category. The issue by PT. Indonesia Power's reporting intensity does not only occur in semester 1 in 2018, but also in semester 1 in 2017. Because of that, PT. Indonesia Power continues to do everything possible to improve the utilization services of community empowerment CSR and control systems as well as their improvement to implement CSR empowerment of the community in the form of community development in order to it can run optimally. The approach used in community empowerment around PT. Indonesia Power refers to Meroni, (2007) in Daria Cantù (2012) as Community Centered Design is "where understanding values and behaviors and collaborating with the most active social communities

in conceiving and developing solutions is the distinctive work of the designer” [11]. PT. Indonesia Power always attempts and understands the values and characteristic behaviors of the local coastal community and collaborates with social community in both formal and informal, to be active in developing the empowerment program plans and in developing the solutions to increase the local community capacity.

As an effort to implement an effective community empowerment program, the management by PT. Indonesia Power Generation Unit (UP) Suralaya always evaluates the Community Satisfaction Index (CSI) with the object of research is the community empowerment program users. CSI evaluation is carried out every year. Figure 3 below explains the development of Semester I Community Satisfaction Index in 2016-2018.

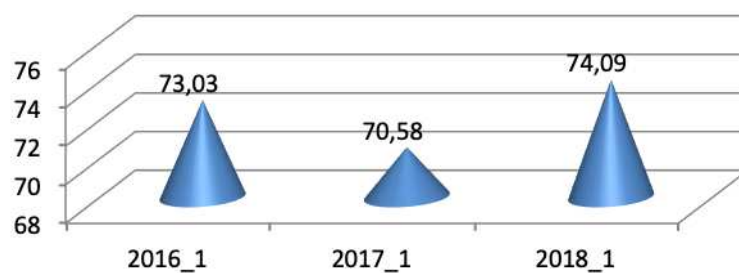


Fig. 3. The Increase of Community Satisfaction Index Semester I in 2016-2018 (Research data, processed 2016, 2017, 2018).

Based on the picture above, it shows that there are fluctuations in the level of satisfaction of the users of the program toward the service of community empowerment by PT. Indonesia Power Generation Unit (UP) Suralaya. It can be indicated by the level of Community Satisfaction Index in 2016 Semester I with score 73.03 or equivalent to 2.920 on a scale of 4. This score can be categorized as a service unit performance in Good criteria. In 2017 Semester I, the performance is slightly decreased. This is proved by the Community Satisfaction Index in 2017 for Semester I with score 70.58 or equivalent to 2,823 on a scale of 4. The decreased level of Community Satisfaction Index from 2016 to 2017 was 2.45 or equivalent to 0.097 on a scale of 4. Even though there is a score decrease, the performance service unit is still interpreting Good criteria the decrease of Community Satisfaction Index in 2017 Semester I is due to the construction activities of Units 9 and 10 which began in 2017. In the physical construction, the company used land which is commonly used by the community for economic activities (although indeed the land is owned by PT. Indonesia Power) so that the community feels disadvantaged as a result of the construction.

The decrease in the Community Satisfaction Index in 2017 triggers the management by PT. Indonesia Power Generation Unit (UP) Suralaya to improve its service performance. The result is a significantly increased in the point of service performance and immediately felt by the users of the empowerment program. This is indicated by the score of Community Satisfaction Index in 2018 Semester I in 74.09 or equivalent to 2.964 in scale of 4 with a Good service unit performance category. The increase of the Community Satisfaction Index shows in score 3.51 or equivalent to 0.141 on a scale of 4. The increase happens in the Community Satisfaction Index in 2018 Semester I due to the improvement in program services in all fields. Based on the questions asked by researchers to the beneficiaries, responses obtained that all items improved in any aspects. They are the easiness in getting empowerment, the smoothness

in getting empowerment, the sufficient time in doing empowerment, the improvement commitment, the money commitment, the ability of the program to improve the economy, the utilization of empowerment programs, the transparency of proposal submission, the suitability of funding with proposal, the output comparison for community with empowerment, the empowerment program quality, the empowerment plan, the mentoring commitment, the reporting intensity, the selectivity for assistance proposals, the offer of assistance proposal, the reasonable cost, the diversity of empowerment form, the suitability time of distribution, the empowerment service, the clarity of information flow. There are two sub-indicator items that experienced a decrease in the Community Satisfaction Index in 2018 compared to the index in 2017, namely the quality of the implementation of empowerment program and the amount of empowerment assistance. However, the decrease is not significant and it is still in the Good service unit performance category. So, it means that the presence of PT. Indonesia Power Generation Unit (UP) Suralaya can be well received by the community.

4 Conclusion

Based on the above explanation, it can be concluded as follows:

- a) The Community Satisfaction Index on Community Development by PT. Indonesia Power Generation Unit (UP) Suralaya Semester I in 2018 received a score 74.09 equivalent to 2.964 on a scale of 4 with a **Good** rating. It means that the existence by PT. Indonesia Power Generation Unit (UP) Suralaya can be well received by the surrounding community.
- b) The increase happens in the value of the Community Satisfaction Index in 2018 compared to 2017 (the Community Satisfaction Index of 2017 is 70.58, equivalent to 2.823) which is 3.51 equivalent to 0.141. The increase in the Community Satisfaction Index in 2018 Semester I is due to the improvement in CSR services in all fields, except for two aspects namely the implementation of empowerment program and the amount of empowerment assistance.
- c) It is necessary to establish a special task force for monitoring and evaluation (Comdev Officer) to ensure the realization of CSR is correlated with community satisfaction.

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