Does Corporate Social Responsibility Improve Community Satisfaction? A Case Of The Mangrove Conservation Ecotourism Program In Tarakan

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Article Info	Abstract
	Corporate Social Responsibility is a form of corporate responsibility to stakeholders. PT. Pertamina Patra Niaga Fuel Terminal Tarakan developed a mangrove conservation ecotourism program to avoid degradation in the area by involving the surrounding community. This study aims to find out whether CSR programs improve community satisfaction. The research uses quantitative and qualitative approaches. The analysis used the Community satisfaction index (CSI) with 12 question indicators. The research sample comprised 30 community respondents in the Tanjung Batu area, Mamburungan Village, Tarakan City District. The results showed that the CSI value is 3.25, which after conversion got a value of 81.25, was in the range of 62.51-81.25 in the "GOOD" category with a quality value of "B". This result indicates that the community very welcomes the CSR program.

1. INTRODUCTION

Indonesia is an archipelagic country. Geographically, Indonesia's ocean area is estimated to be two-thirds more enormous than the land area, with a coastline length on each island of approximately 81,000 km (Harbani, 2021). Therefore, Indonesia is one of the countries with the largest mangrove area in the world since it has an area of 3,364,080 million Ha.

Mangroves are typical coastal plants along tropical and sub-tropical coasts that are protected, influenced by tides, and able to adapt to brackish waters (Badan Standardisasi Nasional, 2011). Mangroves are

dicotyledonous plants that live in brackish and seawater habitats. So, mangrove forests, often referred to as mangrove forests, can be interpreted as a unique and distinctive form of forest ecosystem found in tidal areas in coastal areas, beaches, and small islands and is a potential natural resource (Darmayanti, 2018).

Mangrove forests have many benefits for the lives of living things. The main benefit of such forests is natural coastal protection to reduce the risk of abrasion hazards. In addition, mangrove forests can support the economy of coastal communities because they are a source of livelihood for people who work as fishermen. Ecologically, mangrove forests

serve as habitats for marine life and become spawning grounds for fish living in the free sea. The diversity of mangrove species and their uniqueness also has the potential as a vehicle for tourist forests and a buffer for the protection of coastal and coastal areas from various threats of sedimentation, aberration, prevention of seawater intrusion, as well as a source of feed for marine life habitat.

Despite having high economic and ecological value and great potential, mangrove forests are also vulnerable to damage if their management does not consider sustainability. Mangrove ecosystems in Indonesia have a high enough threat, so their area continues to decrease. According to the Nusantara Nature Conservation Foundation (2020), the area of mangroves in Indonesia decreased by 10.3% from 1990-2019. Meanwhile, the area of ponds increased by 108% at the same time. The decline in mangrove areas occurs on all islands in Indonesia except Java. The decline in the mangrove area occurred the most in Sulawesi (25%), followed by Kalimantan (23.5%). Meanwhile, the mangrove area on Java Island increased by 32%.

Tanjung Batu area, Mamburungan Village, East Tarakan District, Tarakan City is one of the villages in North Kalimantan with a mangrove area. North Kalimantan Province is known to have an area of 7.5 million hectares, with almost 90 per cent of the area being forest areas and mangrove ecosystems in coastal areas that function as the world's lungs. Considering the function of mangroves and the avoidance of degradation of the area, Karang Taruna Pelita Tarakan City cooperates with PT. Pertamina Patra Niaga Fuel Terminal Tarakan to develop the Mangrove Conservation Coastal Ecotourism Program. PT. Pertamina Patra Niaga Fuel Terminal Tarakan is a subsidiary of Pertamina in Tarakan City. The company is committed to prioritizing the balance and sustainability of nature, the environment, and the surrounding community.

Support from PT. Pertamina Patra Niaga Fuel Terminal Tarakan towards preserving the biological and ecological functions of mangrove forest ecosystems is formulated in the Corporate Social Responsibility (CSR) program. CSR is an action by business actors through socially responsible behaviour toward the community (Nayenggita et al., 2019). According to ISO 26000 as a Global Standard for CSR Implementation, CSR is an organization's responsibility to impact decisions and activities on society and the environment.

The CSR program organized by PT Pertamina Niaga Fuel Terminal Tarakan involves the community in its implementation. This program is intended for the empowerment of the surrounding community. Community empowerment has an essential role because people in every region or region or even in each country do not all have the same welfare(Maryani & Nainggolan, 2010).

PT Pertamina's CSR program focuses on community empowerment in the context of ecotourism. Mangrove ecotourism program implemented by PT. Pertamina is one of the CSR programs for external stakeholders, namely the community and the surrounding environment. This empowerment is seen as one way to realize sustainable natural tourism development. Empowerment is one of the twelve sustainable tourism agendas to improve local control over decision-making or development planning processes (Rachmawati, 2021).

Based on the description above, this study aims to determine community satisfaction toward CSR programs in the form of Mangrove conservation.

2. LITERATURE REVIEW
Elkington (1997) stated that the company would survive if it paid attention to the triple bottom line (3P) principle: Profit, People, and Planet. The Triple Bottom Line focuses on economic prosperity, environmental quality, and social justice. Therefore, the company is not principled on a single bottom line or only attaches importance from the point of view of economy or company value (Iskandar, 2016). Each company strives to carry out various planned activities to maintain its existence in the market and become a company with a good reputation. The better the CSR program implemented, the better the company's image will be (Siahaan & Masdupi, 2019; Wahidahwati & Fauzi, 2020). So it can be said that implementing CSR programs will improve the company's reputation and image, improve community

welfare and preserve the environment (Dachi & Djakman, 2020).

CSR implies that an organization is no longer a selfish entity. The company is obliged to carry out cultural adaptations to its social environment. Through CSR programs, the company aims to obtain the highest profit and pays attention to or considers economic, social, and environmental aspects (Hildawati, 2020; Sari, 2010). CSR emphasizes the importance of incorporating community interests into business operations (Emmanuel & Priscilla, 2022). CSR is the company's main activity in creating balanced growth between the company and society (Kim et al., 2018).

Community involvement in CSR programs can start from planning and implementation to financing (Hajar et al., 2018). Community involvement is essential to CSR programs' success (Dachi & Djakman, 2020). Therefore, effective communication between the company and the community is needed so that every piece of information related to planning and implementation is known to each party so that activities can run as planned (Kadarisman et al., 2022). Community involvement in forest management is one of the first steps in realizing sustainable mangrove forest conservation as the primary goal of the CSR program formulated. This program is in line with the stakeholder theory proposed by Freeman & Mcvea (2005) that the company's goals should be aligned with the goals of the wider community. Moreover, they are not just focusing on the interests of shareholders (Miethlich et al., 2022).

Stakeholders are divided into two categories, namely internal stakeholders' consisting of people with interests and demands for company resources and are in the company's organization, as well as stockholders, managers, and employees. The second category is external stakeholders, which consist of people and parties who are not company owners, not company leaders, and not company employees but have an interest in the company influenced by decisions and actions taken by the company. Parties included in this category of outside stakeholders are customers, suppliers, governments, local communities, and the public in general (Jones et al., 2007).

In line with stakeholder theory, it is known that companies do not only operate for their interests but must provide benefits to stakeholders. Implementing CSR programs can increase stakeholder satisfaction (Luis et al., 2012). Thus, CSR programs must be disclosed by the company transparently to become one of the company's strategies to improve the company's performance and profits (Milovanovic, 2014).

The success of a CSR program can be measured through the Community Satisfaction Index (CSI). CSI is the result of measurement in the form of data and information from Community Measurement Survey (CMS) activities on the quality of services provided by public service providers (Humaedi et al., 2021). The satisfaction in question is the satisfaction of the beneficiary with the feeling of pleasure or disappointment that arises from comparing a product's perceived performance with expectations. Community satisfaction includes an individual's pleasure or disappointment when a product idea's performance (result) is compared to the expected performance (result). The same suggests that satisfaction or dissatisfaction is a response to the perceived mismatch between societal expectations and reality.

Community satisfaction index measurement has been carried out before. Suandi (2019) measure the public satisfaction index with public services at the Belitung sub-district office of East Oku Regency refers to KEMENPAN No. 25 of 2004 and uses 14 elements of service. He found a CSI of 71.95 at an interval of 62.51 – 81.25. This result indicates that the quality of public services was at the level of "B" (Good). The study's results suggest that overall service performance is included in the good category.

Other research was conducted by (Lestari & Hasanuddin, 2022; Matoati & Cahyadi, 2019; Sigit, 2022). Those studies aim to determine the public satisfaction index for CSR programs. Matoati & Cahyadi, (2019) evaluate community satisfaction in the empowerment typology, namely community development programs. The analysis method uses matric IPA (Importance-Performance Analysis) by dividing the mapping into four quadrants for all variables. The analysis results found that the Customer Satisfaction Index (SCI) was 86.17% and concluded that the

public was very satisfied with the CSR programs that had been carried out.

Research from Lestari & Hasanuddin (2022) aims to determine public satisfaction with the implementation of CSR for the Kampung Hijau Kabarti program with activities to utilize plastic waste and posyandu engaged in health and the environment carried out by PT. Pertamina Patra Niaga Integrated Long Terminal. Using ten elements of community satisfaction obtained and guided by the Minister of PAN & RB Regulation Number 14 of 2017, the CSI value of 87.52 is included in the "B" category or good.

Furthermore, Sigit (2022) assessed community satisfaction with the Biofloc village CSR program by PT Pertamina Patra Niaga Fuel Terminal Jambi. The results found that the performance carried out by the company was "Good".

3. RESEARCH METHODE

This research is a descriptive quantitative study—analysis using Community Satisfaction Indicators (CSI). CSI is data and information about the level of public satisfaction obtained from quantitative measurements. Measured using a Likert scale from 1 (one) to 4 (four). (Permen PAN&RB Number 14 of 2017). The study used 12 question indicators to measure community satisfaction:

Tabel. 1 CSI Question Indicators

No	Indicators
P1	Social Assistance Fund
P2	Ease of Procedure
P3	Community Engagement
P4	Suitability of Program Planning
P5	Punctuality
P6	Execution Precision
P7	Facilitator abilities
P8	Facilitator behaviour
P9	Ability to face challenges
P10	Immediate benefit
P11	Long Term benefit
P12	Self-sufficiency readiness

Source: processed data, 2022

The types of data used in this study are primary and secondary data. Primary data are obtained from the questionnaire. Meanwhile, secondary data is obtained from information and documents from the company PT. Pertamina Petra Niaga Fuel Tarakan and other agencies are bound. The population in this study is the entire community within the specified scope and time. The sample was determined using a simple random sampling technique of 30 people in the Tanjung Batu area, Mamburungan Village, Tarakan City District. Respondents were selected from different ages, genders, professions, and levels of education.

4. RESULT AND DISCUSSION
CSR program implemented by PT. Pertamina Patra Niaga Fuel Terminal Tarakan

Implementing Corporate Social Responsibility (CSR) is a crucial thing to be carried out by a company or business organization, without exception BUMN. This is emphasized by government regulation Number 47 of 2012 concerning the social and environmental responsibility of limited liability companies. CSR is a corporate commitment to fulfilling social responsibility to the community and the surrounding environment.

The determination PT. Pertamina Patra Niaga Fuel Terminal Tarakan CSR implementation is adjusted to the potential in the coastal environmental conservation area, namely the mangrove forest area. The purpose of the ecotourism program in the mangrove forest area of Tanjung Batu area, Mamburungan Village, Tarakan City District, is contained in the vision and mission of the program. The program's vision is to realize mangrove ecotourism based on new tourism. Meanwhile, the mission of the program is to a) increase community participation in realizing new tourism-based ecotourism. b) Improving and realizing the role of society in nature conservation. c) Providing coastal-based ecotourism facilities and infrastructure. Moreover, d) Improving the community's economy through coastal ecotourism.

The formulation of the CSR program above involves the community and government officials as well as local cadets so that the process of implementing the CSR activity program is right on target and also brings benefits to the people living in the Patra Niaga area. Moreover, it is hoped that the development will indirectly impact

community empowerment towards developing mangrove forest tourism.

Results of Community Satisfaction Index (CSI) Measurement

Here are the details of calculating the weighted average value for the 12 indicators in this study.

Social Assistance Fund

The respondent's answer regarding this indicator obtained a weighted average value of 3.13 and, after conversion, obtained a value of 78.33 with a performance predicate B. This result shows that the public is satisfied with the social funds provided by the company. Responses to the indicators are in Table 2 below:

Table 2. Social Assistance Fund

No	Criteria	Score	Frequency
1	Not satisfied	1	0
2	Less satisfied	2	0
3	Satisfied	3	26
4	Very satisfied	4	4
Total			30

Ease of Procedure

Respondents' responses about the Ease of Procedure are categorized as very good, i.e. very easy. This is evidenced by the Weighted NRR Score he got, which was 3.40, and the Community Satisfaction Index conversion value of 85.00 with an A predicate is straightforward. Here is a table stating the results of respondents' answers to this indicator:

Table 3. Ease of Procedure

No	Criteria	Score	Frequency
1	Not easy	1	0
2	Less easy	2	0
3	Easy	3	18
4	Very easy	4	12
Total			30

Community Engagement

Based on responses obtained from 30 research samples. The community engagement indicator has the highest score, namely the Weighted NRR score of 3.70. The conversion value is 92.50 with predicate A. This shows that in every activity in the CSR program implemented, the company prioritizes community involvement as an external stakeholder. Here is a table stating the results of respondents' answers to this indicator:

Table 4. Community Engagement

No	Criteria	Score	Frequency
1	Not engaged	1	0
2	Less engaged	2	1
3	Engaged	3	7
4	Very engaged	4	22
Total			30

Suitability of Program Planning

The answers obtained from this indicator include good predicates. This means that the planned program is carried out accordingly or as it should be. This indicator gets a Weighted NRR value of 3.00 with the sum of the values after conversion of 75.00. Responses to the conformity indicators are described in the following Table 5:

Table 5. Suitability of Program Planning

No	Criteria	Score	Frequency
1	Not suitable	1	0
2	Less suitable	2	3
3	suitable	3	24
4	Very suitable	4	3
Total			30

Punctuality

Punctuality is the indicator with the lowest value of the existing overall indicators. This is due to a slight delay in program implementation. However, even so, respondents' responses are still in the correct category when concluded. Because the weighted NRR value is 2.90 with a value of 72.50 and a good predicate, which is as follows:

Table 6. Punctuality

No	Criteria	Score	Frequency
1	Not punctual	1	1
2	Less punctual	2	5
3	Punctual	3	17
4	Very punctual	4	7
Total			30

Implementation Provisions

The accuracy of the Execution is almost the same as the Suitability of time.

The difference lies in the stages. This stage focuses on the moment of implementation without regard to the plans that have been made. In this indicator, the conversion value obtained is 75.00 from the Weighted NRR of 3.00. Here is an elaboration of the many responses of respondents to this indicator:

Table 7. Implementation Provisions

No	Criteria	Score	Frequency
1	Not appropriate	1	1
2	Less appropriate	2	1
3	Appropriate	3	28
4	Very appropriate	4	0
Total			30

Facilitator Capabilities

Responses from respondents showed that the Weighted NRR was at 3.03 and the conversion value was 75.83. Predicate B shows that the facilitator in charge of this program has carried out his duties well. Responses to the indicators can be seen in the following Table 8:

Table 8. Facilitator Capabilities

No	Criteria	Score	Frequency
1	Incapable	1	0
2	Less capable	2	1
3	Capable	3	7
4	Very Capable	4	22
Total			30

Facilitator Behavior

In addition to having the ability to be a good facilitator, a facilitator must also have good behaviour both ethically and morally when dealing with society. For this indicator, respondents gave responses with a value of 75.83 or a Weighted NRR of 3.03 with a predicate or quality of "Good". Indicators of facilitator behavior can be seen in the Table below:

Table 9. Facilitator Behavior

No	Criteria	Score	Frequency
1	Not good	1	0
2	Less good	2	1
3	Good	3	7
4	Very good	4	22
Total			30

Challenges in the field

Respondents' answers about the facilitator's ability to face challenges in the field obtained a weighted NRR result of 3.33 and, after conversion, obtained a result of 83.33. Responses to this indicator can be seen in Table 10 below:

Table 10. Challenges in the field

No	Criteria	Score	Frequency
1	Not capable	1	0
2	Less capable	2	1
3	Capable	3	25
4	Very capable	4	5
Total			30

Direct Benefits of the Program

Every CSR program that will be implemented must positively correlate with its targets. The 30 respondents stated that they agreed with the CSR program implemented by PT. Pertamina Patra Niaga is directly applicable. This result is also supported by predicate B from the calculation results, with a conversion value of 79.17, and a weighted NRR of 3.17.

Table 21. Direct Benefits of the Program

No	Criteria	Score	Frequency
1	Disagree	1	0
2	Less agree	2	1
3	Agree	3	7
4	Highly agree	4	22
Total			30

Long-Term Benefits

Respondents' responses showed a weighted NRR of 3.10. The community agrees that the CSR programs of the company have long-term benefits for their area. The conversion value was 77.50 with a good performance predicate. Responses to the indicators can be seen in the following Table 12:

Table 32. Long-Term Benefits

No	Criteria	Score	Frequency
1	Disagree	1	0
2	Less agree	2	0
3	Agree	3	27
4	Highly agree	4	3
Total			30

Self-sustaining Readiness

Response Sample on this indicator shows how the community is prepared to continue the program independently. With a weighted NRR of 2.97 with a converted NRR of 74.17. Responses to the indicators can be seen in the following Table 13:

Table 43. Sustainability

No	Criteria	Score	Frequency
1	Not capable	1	0
2	Less capable	2	5
3	Capable	3	22
4	Very capable	4	3
	Total		30

The following is a summary of the results of the weighted average value of CSI, CSI value after conversion and performance conclusions formulated alphabetically along with the description:

Table 54. Community Satisfaction Index Measurement Results

No	Indicators	NRR T	NRR x (0,083)	CSI conversion value	Abc	Performance
P1	Social Assistance Fund	3.13	0.26	78.33	B	Good
P2	Ease of procedure	3.40	0.28	85.00	A	Very Good
P3	Society Engagement	3.70	0.31	92.50	A	Very Good
P4	Suitability of planning program	3.00	0.25	75.00	B	Good
P5	Punctuality	2.90	0.25	75.00	B	Good
P6	Implementation provision	3.00	0.24	72.50	B	Good
P7	Facilitator capability	3.03	0.25	75.83	B	Good
P8	Facilitator behaviour	3.03	0.25	75.83	B	Very Good
P9	Ability to face challenges	3.33	0.28	83.33	A	Very Good
P10	Direct benefits	3.17	0.26	79.17	B	Good
P11	Long-term benefit	3.10	0.26	77.50	B	Good
P12	Self-sustaining readiness	2.97	0.25	74.17	B	Good

Value (CSI) =
(3.13 X 0,083) + (3.40 X 0,083) + (3.70 X 0,083) +(3.00 X 0,083) + (3.00 X 0,083) + (2.90 X 0,083) +(3.03 X 0,083) + (3.03 X 0,083) + (3.33 X 0,083) + (3.17 X 0,083) + (3.10 X 0,083) + (2.97 X 0,083) = 3.15

IKM value after conversion = 3.15 x 25 = **78,75**
Alphabet   = **B**
Performance   = **Good**

Discussion

Based on Table 14 of the CSI calculation results, overall community satisfaction results are dominant B. Of the 12 indicators, there are 3 with a value of "A" and 9 with a performance value of "B". This result means that the company's performance in CSR programs is well-received in the community.

The highest CSI value indicates community engagement, with a value of 92.50. This shows that the company always prioritizes community involvement as an external stakeholder for every activity in the CSR program implemented. Community involvement can realize the preservation of mangrove forests sustainably.

Another indicator that gets an "excellent" rating is the indicator of the ease of the procedure and the company's ability to face challenges in the field when the program is implemented. The company can assign facilitators who can adapt to handle the challenges that may arise at a specific time well.

The lowest value is an indicator of punctuality and self-sustaining readiness. Despite having the lowest rating, both indicators still fall into the Good category. The community feels dissatisfied when there is a delay in implementing the program. In addition, the community feels unable to continue the program independently. This must be the focus of the company's attention so that the CSR program can continue to take place.

5. CONCLUSION

Community Satisfaction Index (CSI) of Tanjung Batu Community, Mamburungan Village, East Tarakan District, Tarakan City towards the PT Pertamina Patra Niaga Mangrove Ecotourism CSR Program, which is measured based on the calculation of 12

indicators getting a CSI value of 3.25 which after conversion gets a value of 81.25 which is in the range of 62.51-81.25 in the "GOOD" category with a quality value of "B". This result indicates that the community very welcomes the program being run. Of the 12 indicators, not 1 (one) indicator was found that received a "NOT GOOD" response. Community Satisfaction Index (CSI) of Tanjung Batu Community, Mamburungan Village, East Tarakan District, Tarakan City, towards the PT Pertamina Patra Niaga Mangrove Ecotourism CSR Program which is measured on the basis of the calculation of 12 indicators getting an CSI value of 3.25 which after conversion gets a value of 81.25 which is in the range of 62.51-81.25 in the "GOOD" category with a quality value of "B". This indicates that the community very welcomes the program being run. Of the 12 indicators, not 1 (one) indicator was found that received a "NOT GOOD" response. It can be concluded that the program run by the company was greeted with a response that showed that the community welcomed this program.

Furthermore, the vast enthusiasm from the community towards the PT Pertamina Patra Niaga Mangrove Ecotourism CSR program is shown in the indicators of community involvement in the program. This shows that the surrounding community is very receptive to the program and wants to participate. However, the punctuality of the CSR program needs to be paid more attention. Therefore, the program can run according to the planned schedule. The author suggests that companies need to carry out social mapping related to CSR programs so that the program follows the needs of the community and that the community gets excellent benefits. Increasing the substance of CSR programs will provide economic and non-economic value. Implementing right-on-target CSR programs can have a direct and indirect impact that benefits the community. However, there is no negative response regarding the role and behaviour of the facilitator. Moreover, Field Facilitators must continuously improve themselves. It is necessary to continue to carry out a regular monitoring and evaluation process to get feedback to increase the program's benefits in the future. The monitoring process is very functional to achieve the timeliness of program implementation. So it will also help increase the public satisfaction index for the CSR programs provided.

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