

**ANALYSIS OF COMMUNITY DEVELOPMENT AND CORPORATE SOCIAL
RESPONSIBILITY AT JOB PERTAMINA-MEDCO E&P SIMENGGARIS**

UNDERGRADUATE THESIS

**Submitted to the International Undergraduate Program in Industrial Engineering in
Partial Fulfilment of Requirement for The Degree of Sarjana Teknik at the Faculty of
Industrial Technology
Universitas Islam Indonesia**



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**INTERNATIONAL UNDERGRADUATE PROGRAM IN
INDUSTRIAL ENGINEERING
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YOGYAKARTA
2024**

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For the sake of Allah SWT, I admit this work is the result of my own work, except for the excerpts and summaries from which I have explained the source. If in the future, it turns out that my confession is proven to be untrue and violates the legal regulations in the paper and intellectual property rights. In that case, I am willing to get a diploma that I have received to be withdrawn by Universitas Islam Indonesia.

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RESEARCH COMPLETION LETTER



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JOB PERTAMINA-MEDCO E&P SIMENGGARIS



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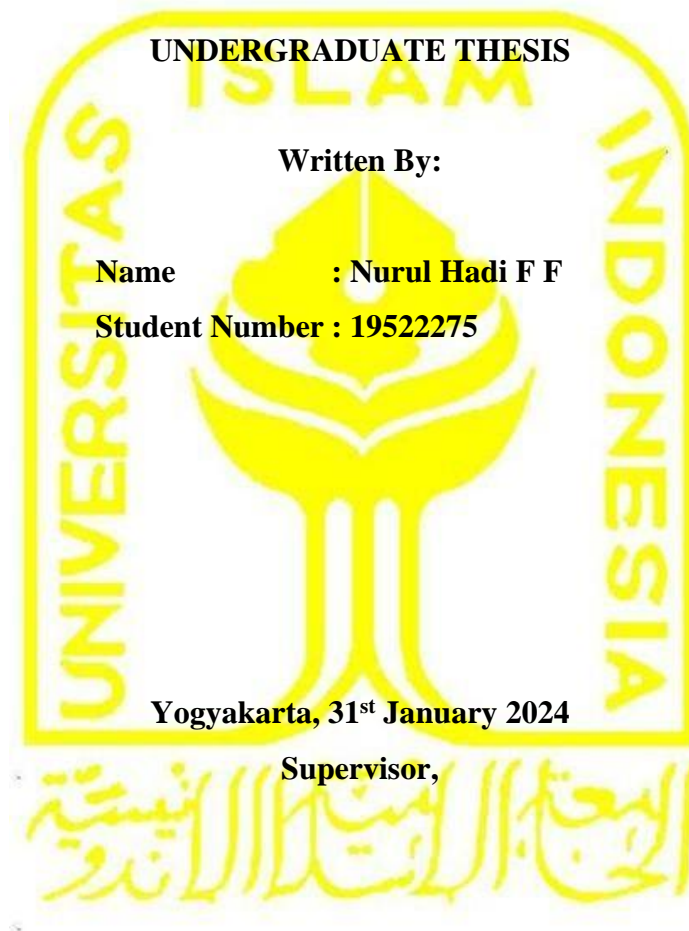
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**ANALYSIS OF COMMUNITY DEVELOPMENT AND CORPORATE SOCIAL
RESPONSIBILITY AT JOB PERTAMINA-MEDCO E&P SIMENGGARIS**



Dr. Agv. Mansur, ST., M.Eng.Sc.

EXAMINERS' APPROVAL PAGE

ANALYSIS OF COMMUNITY DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY AT JOB PERTAMINA-MEDCO E&P SIMENGGARIS

UNDERGRADUATE THESIS

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DEDICATION PAGE

Alhamdulillahirabbil'amin

With gratitude, I dedicate this undergraduate thesis to my family especially my father Hadi Aryanto, and my mother Radiah who always prays for me and gives me advice and support.

It is impossible to finish this undergraduate thesis without support and guidance from my supervisor, Dr. Agus Mansur, ST., M.Eng. Sc

To all my friends who always support me, may Allah SWT reward all your kindness with something more. Aamiin Ya Rabbal Alamin.

MOTTO

*“And (remember) when your Lord proclaimed, ‘If you give thanks (by accepting faith and worshipping none but Allah), I will give you more (of My Blessings), but if you are ungrateful (i.e. disbelievers), verily! my punishment is indeed severe.’
Q.S Ibrahim verse 7”*

*“Everything that makes you anxious actually comes from your own mind.”
- Benjamin Franklin*

“Just because it's hard doesn't mean it's impossible. You can do it!”

PREFACE

Praise and gratitude go to the presence of Allah SWT who has given His mercy grace, and guidance. With the permission of Allah SWT, the author was able to write this research undergraduate thesis with the title of “**Analysis of Community Development and Corporate Social Responsibility at JOB Pertamina-Medco E&P Simenggaris**” Therefore, the author would like to express gratitude to all parties involved in the making of this undergraduate thesis, namely:

1. Prof. Dr. Ir. Hari Purnomo, M.T. as Dean of Industrial Technology Faculty of Universitas Islam Indonesia.
2. Mr. Muhammad Ridwan Andi Purnomo, S.T., M.Sc., Ph.D. as Head of the Undergraduate Program in Industrial Engineering Study Program, Universitas Islam Indonesia.
3. Dr. Agus Mansur, S.T., M.Eng.Sc. as undergraduate thesis supervisor has provided guidance, knowledge, and support to the author in completing this research for my undergraduate thesis.
4. Mr. Bayu Anggara as a mentor and all co-workers of JOB Pertamina-Medco E&P Simenggaris, especially the General Affairs Department, who have helped the author a lot during the internship period and data collection.
5. My beloved family, Abah, Mama, Icha, Jihan, Zharif, and Nasya, who always provide prayers motivation, and encouragement morally and materially to the author. Thank you very much for always supporting me.
6. Devy Nurrahmah, S. Kom, as the staff of the International Undergraduate Program in Industrial Engineering, Universitas Islam Indonesia, thank you for helping the author in completing administrative aspects during the study period and this undergraduate thesis report.
7. Ika, Fira, Nita, and Dira who supported and accompanied the author during this undergraduate thesis arrangement, sharing thoughts, café hopping, hanging out, and etc. Thank you for the unforgettable memories.
8. Mba May, Mba Desi, Mas Dika, and Joe who always invited me to join their activity, checked up on me, helped me to adapt in the company during the internship period,

listened to my vent, and gave some advice about the struggle that I've been through at that time. Thank you and I really appreciate that

9. All of IP IE 2019 students, seniors and juniors, and all the closest and truly friends for the togetherness and encouragement that the author cannot be mentioned one by one. Thank you for always helping the author during the study period.
10. All parties who cannot be mentioned one by one for assistance in completing this Undergraduate Thesis.

As the author, I would like to thank you very much for all the help and guidance, as well as the advice that the author has received while finishing this undergraduate thesis. Last but not least, the author realizes that there are still some weaknesses in this undergraduate thesis. Therefore, suggestions and criticism are highly expected. Hopefully, this undergraduate thesis can be useful for readers or future researchers. *Aamiin.*

Yogyakarta, 09th January 2024

A handwritten signature in black ink, consisting of stylized, overlapping loops and a long horizontal stroke extending to the right.

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ABSTRACT

Social problems that occur in the oil and gas industry often become very serious problems because people around industrial locations often feel that their area has been exploited but they receive nothing from the rich natural resources in their area. This gap can result in demonstrations and even damage to company assets. Corporate Social Responsibility through community development programs can reduce the gap between companies and communities around the oil and gas industry. This research aims to improve the quality of community development programs based on the Voice of Customer. Quality Function Deployment (QFD) has been widely used as a tool to improve the quality of industrial performance. This method is used to identify, analyze, and determine alternative improvement actions that will be carried out. Quality Function Deployment begins with creating a product planning matrix (House of Quality). In this research, the results obtained show that the priority program aspect for improvement first is the agricultural business development program (2,062), Workshop program and supply cleaning facilities (1,483), scholarship program for outstanding students (1,462), supplying boat equipment and engines (1,244), socialization of healthy living and preventing infectious diseases (1,030).

Keywords: Corporate Social Responsibility, QFD, House of Quality

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CHAPTER I

INTRODUCTION

1.1 Research Background

As an oil and gas company, the objective of the company is to obtain the maximum profit through production in the operation area most effectively and efficiently possible. However, as time goes by, people are aware of the negative impacts caused by companies, therefore business people are required not only to increase profits but also to give appreciation to the surrounding environment in the form of setting aside funds. Examples include carrying out various activities that can improve community welfare and providing scholarships for underprivileged children, improving the environment, providing funds for the maintenance of public facilities, donating to facilities that are useful for the community especially the community around the company. This form of positive contribution can be made by developing what is called corporate social responsibility (Ginting, 2019).

Corporate Social Responsibility (CSR) is the process of communicating the social and environmental effects of a company's economic actions on certain groups in society and on society as a whole. In addition, social and environmental responsibility is one of the disclosure elements in the annual reports of companies listed on the Indonesia Stock Exchange. Corporate Social Responsibility is a managerial tool used by companies to avoid social and environmental conflicts with the community around the company.

The upstream oil and gas Industry, which is an extractive business, has its own regulations relating to the implementation of its social responsibility programs. CSR implementation is regulated in Oil and Gas Law no. 22 of 2001 article 9 paragraph (3) which states that Cooperation Contract Contractors (KKKS) as referred to in paragraph (1) are required to contain at least basic provisions, which include the development of surrounding communities and guarantees of the rights of indigenous communities. This paragraph shows that community development is part of corporate social responsibility, which is required by Cooperation Contract Contractors. This mandate is also stated in Government Regulation No. 35 of 2004 where every upstream oil and gas business activity is required to carry out community

development and development of the surrounding environment (upstream oil and gas operational areas).

JOB Pertamina-Medco E&P Simenggaris is a Joint Operating Body between PT Medco E&P Simenggaris and PT Pertamina Hulu Energi Simenggaris to manage the Simenggaris block which is located in Nunukan and Tana Tidung, North Kalimantan Province. JOB Pertamina-Medco E&P Simenggaris is a company engaged in the upstream oil and gas industry. JOB Pertamina-Medco E&P Simenggaris aware that activities carried out by oil and gas operations indirectly have an impact on the surrounding community, therefore as a form of corporate social responsibility towards the community around the operational area, JOB Pertamina-Medco E&P Simenggaris implements programs in the form of community development programs and operational support programs that refers on the 5 pillars namely health, education, environment, economy and infrastructure by creating community development programs in collaboration with several parties (stakeholders) such as government, companies, institutions or organizations, and the surrounding community to foster a sense of belonging to take part in maintaining the assistance that has been given to society.

However, in implementing social responsibility programs, JOB Pertamina-Medco E&P Simenggaris faced obstacles in formulating programs that suit community conditions and community desires. Based on the chart below which shows the level of community satisfaction with the programs that have been running or that have been ended, it can be seen that most people are still not satisfied with the programs that have been implemented/carried out by JOB Pertamina-Medco E&P Simenggaris.

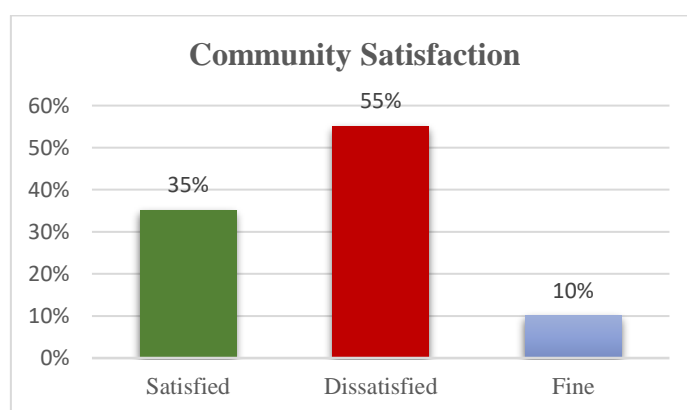


Figure 1. 1 Community Satisfaction

Therefore, this study aims to provide research, on how companies satisfy the community by making useful contributions based on the potential of oil and gas operating areas. On these

problems, the Quality Function Deployment (QFD) approach can be used to find out the attributes of the program according to the needs and desires of the community. So that in the end it is known what program criteria are felt to have not satisfied the community so that improvements are made to meet the needs and desires of the community around the operating area.

According to Philip Kotler (2007), consumer satisfaction is a person's feeling that arises after comparing the performance (results) they think about with the expected performance. To be able to identify the level of satisfaction from the community. Based on these problems, it is necessary to carry out research using the Quality Function Deployment (QFD) approach. Quality Function Deployment (QFD) is a methodology for developing or deploying attribute features or functions that provide high-quality products or services (Hwang and Teo, 2001). Quality Function Deployment (QFD) provides an understanding of customer expectations and needs and implements features that will meet the expectations and needs of a product or service so that it can satisfy customers. It is expected, this method can accommodate these social aspects, where this method in its planning involves the community as the most important customer which is the end result so it can make it easier for company management to decide what programs are priorities to implement.

1.2 Problem Formulation

From the explanation of the research background above, the research problem can be formulated as follows:

1. What is the level of community satisfaction with the community development programs that have been implemented?
2. What kind of community development program should be recommended based on the priority level that must be improved by the company?

1.3 Research Objectives

The Research objectives related to overcoming the problem formulation above are as follows:

1. Analyzing the level of community satisfaction for the community development programs carried out by JOB Pertamina-Medco E&P Simenggaris with gap analysis.
2. Find out what kind of community development program should be recommended based on the priority level that must be improved by the company.

1.4 Research Benefit

This research is expected to provide benefits to all parties including:

1. It is hoped that the research results will be able to increase satisfaction for the surrounding community, thereby creating harmony with the surrounding community.
2. It is hoped that the results of this research can be used as material for consideration and input at JOB Pertamina-Medco E&P Simenggaris in an effort to improve the quality of the program so that it can fulfill the desires and satisfaction of program recipients.

1.5 Scope of Research

Several limitations of research must be identified as guidelines in carrying out this undergraduate research. The limitations of this undergraduate research are:

1. The research was conducted on JOB Pertamina-Medco E&P Simenggaris.
2. The research was carried out by distributing a questionnaire consisting of community empowerment factors around the JOB Pertamina-Medco E&P Simenggaris oil and gas operations.
3. The research respondents were communities around the operation or communities affected by the JOB Pertamina-Medco E&P Simenggaris oil and gas operations.
4. The method used is Quality Function Deployment analysis.

1.6 Systematic Writing

This undergraduate research will be organized into several chapters, which will be explained below:

CHAPTER I INTRODUCTION

The introduction contains the background for the undergraduate thesis and the problem formulation. Besides, it also contains the 7 objectives of the research, the scope of the research, and the benefits of the research.

CHAPTER II LITERATURE REVIEW

Chapter 2 will summarize the findings from the prior studies and research which are relevant to this research. After reviewing the prior

studies and research thoroughly, it will become the reference for this undergraduate research to resolve the existing problem.

CHAPTER III METHODOLOGY

This section describes the framework, flow chart, and data collection method of this undergraduate research. This will help to make the research more structured and organized. Here, the flow of the research will be explained in detail so that the readers can understand the research methodology.

CHAPTER IV DATA COLLECTION AND PROCESSING

This chapter describes the data collection in the form of an overview of the company organization, problem issues, and respondent data to be further processed to become a proposed performance improvement project in the company.

CHAPTER V DISCUSSION

The outcomes of this research will be discussed in chapter 4. The result of the research will be analyzed subjectively using theoretical explanations and statistically based on the research findings and studies. The findings needed to satisfy the research objectives. Based on the analysis in this chapter, there will be recommendations on how to improve corporate social responsibility program in company.

CHAPTER VI CONCLUSION AND SUGGESTION

Chapter 6 is closing that contains conclusions and suggestions regarding the undergraduate thesis. The conclusion is made based on the result and discussion, also must answer the objective of the research.

CHAPTER II

LITERATURE REVIEW

2.1 Inductive Review

According to research conducted by Pritta (2008), social problems that occur in the oil and gas industry often become very serious problems because people around industrial locations often feel that their area has been exploited but they do not receive anything from the rich natural resources in their area. This gap can result in demonstrations and even damage to company assets. Corporate Social Responsibility through community development programs can reduce the gap between companies and communities around the oil and gas industry. This program can have a social impact on the community and local governments who will continue the program if the company no longer operates. This research aims to improve the quality of community development programs based on the Voice of Customer. Quality Function Deployment (QFD) has been widely used as a tool to improve the quality of industrial performance. This method is used to identify, analyze, and determine alternative improvement actions that will be carried out. Based on the study results, it was found that the program aspects that were prioritized for improvement first were infrastructure development and improvement programs, quality of community human resources, awareness of the importance of health, increasing community interest in learning, and company strategy procedures.

Based on research conducted by Kusuma (2023), which was carried out at the tax service, counselling, and consultation office, it was found that public service programs were not running optimally, so improvements needed to be made by measuring the quality of service in the program. The number of respondents who were the objects of observation was 150, of which all were the total VDP participants. The results of the questionnaire were then processed using the SERVQUAL-HOQ method. Test results related to perception and expectation showed valid ($r_{\text{count}} > r_{\text{table}}$) and reliable (Cronbach $\alpha > 0.6$) results. The highest gap between perception and expectation is the accuracy of time in service, with a value of up to 0.3. The results of the HoQ analysis formed 18 attributes from VoC. The development of VoC attributes formed five criteria from the technical response. The highest absolute importance value of the technical response is in the timeliness of service, with a value of 135.43. The criteria for timeliness of

service are high because respondents/participants tend to want to finish the implementation quickly considering that in carrying out the activity they have to leave the work that is being carried out.

Furthermore, according to Saleh (2020), the author conducted research at airports to find the best strategy for increasing customer satisfaction at the Sultan Babullah Ternate Airport Arrival Terminal. The method used is SERVQUAL and the QFD approach. From the research results, 28 attributes were used that influence the quality of service for customers (arriving passengers) on airport management, of which the 5 quality dimensions are; The tangibles dimension consists of 12 attributes, reliability consists of 3 attributes, responsiveness consists of 6 attributes, assurance consists of 2 attributes and empathy consists of 5 attributes. There are service attributes that still have a negative value gap, which indicates that customers are still not satisfied with the services provided by the airport, in this case, the passenger arrival service aspect. Next, using Importance performance analysis, 8 main priority attributes were obtained. From the results of the QFD analysis, the proposed requirements specification draft is based on the contribution value, namely (1) promptly providing baggage trolleys, (2) operating 2 baggage conveyor facilities, (3) increasing the number of trollies in the arrival area, (4) adjusting the cleaning schedule, (5) Checking and matching baggage labels according to baggage items, (6) Implementing IT systems, (7) Coaching to support officer performance, (8) Conditioning room temperature.

Furthermore, research conducted by Septari and Wirawan 2020 at computer course institutions, computer course institutions are not just places to learn and gain skills. Almost all course institutions are trying to improve the quality of education and training provided. This aims to fulfil the desires and needs of consumers (students), so that ultimately satisfaction can be achieved. Piksi Megatama, is one of the course institutions that wants the same thing. Improving education and training services is one of the main agendas for dealing with all student complaints. The method used to improve and improve service quality is Quality Function Deployment (QFD) integrated with the Kano model. The use of the QFD method is limited to only the first stage (product planning) and stage 2 (process planning). These two stages are presented in the form of a quality house. Where the final results of the research are in the form of suggestions for improving the quality of the program in the future.

According to research conducted by Wahyudi, et al., (2023) on the CV. Sartika Palembang to measure customer satisfaction with service quality. To be able to determine the level of

customer satisfaction and the level of gaps in the shop, researchers used the Service Quality (SERVQUAL) method. SERVQUAL is a method for identifying the level or level of service quality in a service industry which consists of five dimensions of service quality, namely reliability, assurance, physical form, empathy, and responsiveness by analyzing gaps. (gap) which occurs due to a mismatch between consumers' expectations and perceptions of the quality of service they receive. level of customer satisfaction with service at CV. Sartika Palembang using the SERVQUAL method found that the average gap was -0.40. This shows that according to consumer perception, the company's services still do not fully meet expectations. Priority for improving services for consumers through the House of Quality (HOQ) matrix, such as the company investing in equipment with modern technology, maintenance of existing facilities must look good, the company must have accurate records, the company's physical facilities must look attractive, company employees must have knowledge and must have appropriate and convenient operating times.

2.2 Empirical Study

2.2.1 Corporate Social Responsibility

Corporate Social Responsibility (CSR) is the embodiment of social responsibility that companies carry out towards the environment. Various forms of CSR activities can be carried out, such as increasing community welfare, building public facilities, and protecting the environment around the company, building public facilities (Zoebar & Miftah, 2020). In Indonesia, CSR is still a voluntary disclosure. However, you need to know that CSR is also a form of company contribution to supporting the country's economic development. The Indonesian CSR study circle states that CSR is a serious effort by business entities to minimize negative impacts and maximize positive impacts of their operations on all stakeholders in the economic, social, and environmental domains to achieve sustainable development goals (Rachman, Efendi, & Wicaksana, 2011). From the definition above, it can be concluded that this definition means wanting to invite companies to be serious in their efforts to provide benefits from their company's presence to the surrounding environment. Minimizing negative impacts on the environment is a major part of efforts to provide benefits in the future.

CSR is said to be discretionary, which in a broad sense means something that needs to be done. If you don't do it, it will cause harm to yourself (Kotler and Lee, 2005). According to the World Business Council for Sustainable Development, CSR is not just discretionary, but CSR

is a commitment that is a necessity for companies to improve the quality of life. Philosophically, if a company strives to be useful for the surrounding environment, then in the long term the company's image will continue to exist.

In providing benefits, companies must have a priority and strategy. One example of the most important priority is the existence of the company itself to become a sustainable business institution (its ability to generate long-term profits). Of course, this will be a strategic goal. If the company's presence can be useful for the surrounding environment and is supported by stakeholders, then the ability to generate long-term profits will be realized. Support from stakeholders will emerge if the negative impacts on the social, economic, and environmental domains are not only minimized but are actually able to have a large positive impact on stakeholders.

CSR programs which include poverty reduction, environmental conservation, and sustainable economic development are part of efforts to develop the company in a sustainable manner. This is done to help companies improve financial performance and access to capital, improve company image and sales/services, maintain work quality, improve decisions on critical issues, handle risks more efficiently, and reduce long-term costs.

There are many definitions of CSR, one of which states that CSR is an action or concept carried out by a company (according to the company's capabilities) as a form of responsibility towards the social and environmental environment around which the company is founded. Examples of this form of responsibility can vary, starting from carrying out activities that can improve community welfare and the environment, providing scholarships for underprivileged students, providing funds for maintaining public facilities, as well as donations to community facilities that are useful. For the general public, especially the people around the company. CSR is a corporate strategy phenomenon that accommodates the needs and interests of its stakeholders. CSR emerged from an era when awareness of long-term corporate sustainability was more important than just profitability (Rachman, Efendi and Wicaksana, 2011).

The definition of CSR based on (ISO 26000), states that CSR is the responsibility of an organization or the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that contributes to sustainable development, health, and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behavior; and is integrated throughout the organization and practiced in its relationships. This means that the organization's

responsibility or impact and activities on society and the environment, through transparent and ethical behavior that contributes to sustainable development, health, and welfare of society, takes into account the expectations of stakeholders; in accordance with applicable law and consistent with international norms of behavior; and integrated throughout the organization and practiced in its relationships.

A. Scope of Corporate Social Responsibility

CSR is closely related to sustainable development. Sustainable development has become a global issue that must be understood and implemented at the local level. Sustainable development is only understood as an environmental issue only. More than that, sustainable development includes three policy matters: economic development, social development, and environmental protection which has been described by John Elkington in the triple bottom line chart in the meeting of the three pillars of development, namely "people, planet, and profit which are the goals of development (Elkington, 1998).

Elkington (1998), provides the view that companies that want to be sustainable must pay attention to the 3Ps, namely:

1. Profit to increase company income.
2. People to provide welfare to employees and the community
3. Planet to maintain and improve the quality of nature and the environment where the company operates.

In the statement above, it can be concluded that companies are not only faced with responsibilities that are based on a single bottom line, namely economic aspects that are reflected in their financial condition but also must pay attention to social and environmental aspects (Effendi, 2009).

B. Benefits of Corporate Social Responsibility

There are benefits to be gained from implementing CSR, both for the company itself, for society, the government, and other stakeholders. Wibisono (2007), explained the benefits that will be obtained from implementing CSR, including:

1. For Companies. There are 4 benefits that companies obtain from implementing CSR, namely:
 - The company's existence can grow and be sustainable and the company can gain a positive image from the wider community.
 - It is easier for companies to gain access to capital.

- Companies can maintain quality human resources.
 - Companies can improve decision-making on critical matters (critical decision-making) and simplify risk management.
2. For the Community. Good CSR practices will increase added value to the company's presence in an area because it will absorb labor and improve social quality in the area. Local workers who are absorbed will receive protection for their rights as workers. If there are indigenous or local communities, CSR practices will respect the existence of these local traditions and cultures.
 3. Environment. CSR practices will prevent over-exploitation of natural resources, maintain environmental quality by reducing pollution levels, and actually involve companies in influencing the surrounding environment.
 4. State. Good CSR practices will prevent what is called "corporate misconduct" or what we usually know as business malpractice, such as bribery of state officials or legal officials which triggers high levels of corruption. Apart from that, the state will enjoy revenue from reasonable taxes (which do not involve evasion) by companies.

2.2.2 QFD

Quality Function Deployment is a process for determining customer needs or customer desires and translating them into attributes that can be understood and implemented by each functional area. Determining what will satisfy customers and translating customer desires into design targets Heizer & Render (2004). According to Marimin (2004), Quality Function Deployment is a way to improve the quality of goods or services by understanding consumer needs, and then connecting them with technical provisions to produce goods or services at each stage of making the goods or services produced. In principle, QFD helps listen to consumers' voices or desires and is useful for brainstorming sessions for the development team in determining the best way to fulfill consumer desires. QFD is used to improve the understanding of customers and to develop products, services, and processes in a more customer-oriented way (Rampersad, 2006).

The advantages of applying the QFD method compared to other methods because quality function deployment provides a standard format to translate customer needs into technical requirements so that customer desires can be fulfilled, makes it easier to design improvements, makes decisions in a matrix, makes it easier to re-examine and modify in the future (Sadi et al., 2022).

A. Benefit of Quality Function Deployment

According to Ariani (2002), there are 3 main benefits that companies obtain when using the QFD method, namely:

1. Reducing costs: This can happen because the products produced are truly in accordance with consumer needs and consumer expectations so that there is no repetition of work and disposal of raw materials that do not comply with the specifications set by consumers. Cost reduction can be achieved by reducing the cost of purchasing raw materials, and overhead costs, or reducing wages and simplifying the production process.
2. Increase Income: By reducing costs, the results we receive will increase further. With QFD the products or services produced will better meet customer needs and expectations.
3. Reduce production time: QFD will create a product or service development team to focus on developing programs for consumer needs and expectations.

Other benefits obtained from implementing QFD also include:

- a. Customer-focused, namely getting input and feedback from customers regarding customer needs and expectations. This is important because an organization's performance cannot be separated from its customers.
- b. Time efficient, by implementing QFD the development program will focus on customer expectations and needs.
- c. Cooperations-oriented, QFD uses a group-oriented approach. All decisions are based on consensus and the involvement of everyone in discussion and decision-making.
- d. Document-oriented, QFD uses data and documentation which contains the process of obtaining all data needs and customer expectations. This data and documentation is used as information regarding customer needs and expectations which are always improved from time to time.

B. Matrix House of Quality

The House of Quality (HOQ) Matrix is the best-known form of QFD representation. This matrix consists of two main parts, namely the horizontal part of the matrix containing information related to consumers and is called the customer table, the vertical part and the

matrix containing technical information in response to consumer input and is called the technical table. Two main aspects of the quality house matrix can be seen in Figure 2.1.

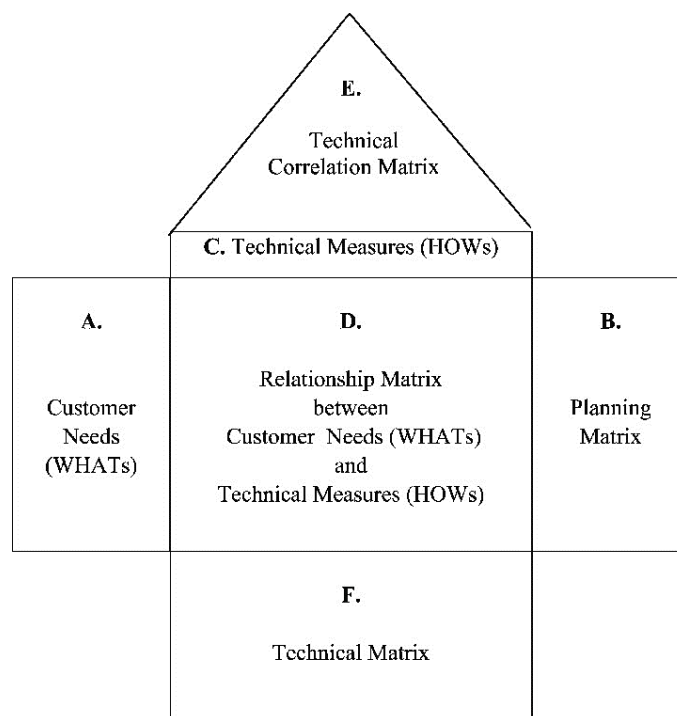


Figure 2. 1 House of Quality

C. House of Quality

HOQ is used to translate customer requirements, market research results and benchmarking data into several priority technical targets. There are various types of HoQ matrices, the general form and this matrix consists of six main components, namely:

1. Voice of Customer “WHATs”, a structured list of requirements derived from consumer requirements.
2. Voice of Organization “HOWs”, a structured list of product characteristics that are relevant to consumer requirements and measurable.
3. Relationship Matrix, this matrix describes the QFD Team's perception of the relationship between technical and customer requirements. A suitable scale is applied and depicted using the following symbols:
 - = 9 = symbolizes a strong relationship
 - = 3 = symbolizes moderate relationship
 - ▽ = 1 = symbolizes a weak relationship

4. Planning Matrix "WHYs", describes consumer perceptions observed in market surveys, including the relative importance of consumer, company, company, and competitor performance in meeting these requirements.
5. Technical Correlation "ROOF matrix", is used to identify where technical requirements support each other or interfere with each other in product design
6. Competitive Analysis "Technical priorities, benchmarks and targets", is used to record the priorities in the technical requirements matrix, and measure the technical performance obtained by competing products and the level of difficulty that arises in developing requirements. The final output and matrix are the target values for each technical requirement

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research subject

The subject of this research is the community that receives services and facilities in the form of programs provided to communities who live around oil and gas operations or communities affected by the oil and gas operations JOB Pertamina-Medco E&P Simenggaris.

3.2 Required Data

These are the data obtained by:

1. Through direct observation and recording of the surrounding community, the results of the questionnaire, and the results of interviews with the community around the oil and gas operations or the people affected by the oil and gas operations of JOB Pertamina-Medco E&P Simenggaris.
2. Results of interviews with employee staff who work on community development programs at JOB Pertamina-Medco E&P Simenggaris.
3. Work report on community development program activities that have been executed by the company.
4. Data on the topography of the oil and gas operating area and its surroundings.
5. As well as relevant additional data needed in this study.

3.3 Data Collection Method

Acquisition of complete, accurate, and accountable data and information can be achieved if the collection of data and information uses several data collection methods, including:

- a. Observation, namely research by direct observation of conditions, activities, work methods, and recording.
- b. Distribution of questionnaires, namely a list of written questions given to respondents to obtain information about assessing the quality attributes of the JOB Pertamina-Medco E&P Simenggaris oil and gas community development program. This questionnaire uses the

Likert scale method with a scale of Unsuccessful (TB) = 1, Less Successful (KB) = 2, Successful (B) = 3, Very Successful (SB) = 4

- c. Interviews are defined as a process of collecting data by conducting direct questions and answers about problems related to research, both with the community as respondents and the company.
- d. Literature Study, the need for other information other than data from field research, which is obtained from literature books. This library research is used to get an overview of the fundamental theory that can be applied in actual research so that scientific results are obtained.

3.4 Research Flow

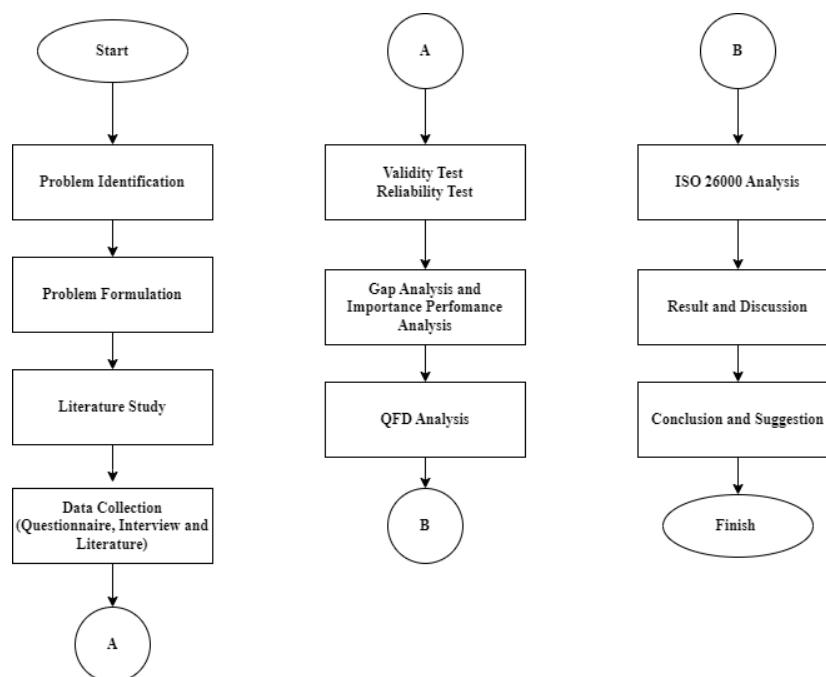


Figure 3. 1 Research Flow

1. Problem identification

Problem identification is done by observing and being able to identify processes and look for potential problems that arise and later can be analyzed in how to solve the problem. After observing the problem identification of JOB P-MEPS this research focuses on the analysis of community development and corporate social responsibility.

2. Problem formulation

At this stage, the author compiles and determines the problem formulation and objectives which are the basis for this research. This research was conducted to analyze the level of community satisfaction with the community development program provided by JOB Pertamina-Medco E&P Simenggaris and to find out whether CSR is in accordance with the ISO 26000 guideline. Therefore, researchers identify the level of community satisfaction, determine priority programs that the community wants, and provide program recommendations.

3. Literature Study

Literature studies contain sentences that function as comparisons or support for research by looking for theories related to the research topic as well as previous research which serves as a guide or reference for research aimed at achieving the desired goals. There are two types of studies in research, namely inductive and deductive studies. Inductive studies are related to previous research that is relevant to the research to be conducted. Meanwhile, deductive studies focus on the theoretical basis used in research. These studies were obtained through articles, books, journals, and other sources.

4. Data collection

At the data collection stage, the author used primary data obtained based on observation, literature study, and interviews.

5. Validity and Reliability test

This validity test is carried out to determine the level of ability of an instrument to reveal something that is the main target of measurements carried out with the instrument. Validation provides an illustration of the extent to which a particular measuring instrument is accurate and precise in carrying out its function. If a study uses a questionnaire to collect data, then the questionnaire created can measure what it wants to measure, the higher the validity of a variable, the more it hits the target and the test. In this research, the validity test used the SPSS. Meanwhile, reliability testing is carried out to see how far the measurement results can be trusted. This illustrates if the variables in the questionnaire are asked to respondents no matter how many times, the results will not be much different from the average respondent's answers.

6. Gap analysis and IPA analysis

At this stage, the gap analysis and IPA analysis are conducted to know the satisfaction level of the community that receives CSR programs and programs that are important to be implemented in the community.

7. Quality Function Deployment

At this stage, QFD analysis is used to find out the priority program and find what kind of program based on the priority can be implemented.

8. ISO 26000 analysis

At this stage, the author analyzes if the CSR program in JOB P-MEPS is in accordance with ISO 26000 guidelines or not. The author analyzed the literature from the PERTAMINA annual report and sustainability report 2022.

9. Result and discussion

At this stage, analysis of the results and discussion of the data processing that has been carried out previously is carried out. In the analysis and discussion, there are also program recommendations based on the priority level of results from the House of Quality Analysis

10. Conclusion and suggestion

At this stage, the author draws conclusions from the results of the research that has been carried out which answers the researcher's problem formulation and the author provides suggestions from the research that has been carried out.

CHAPTER IV

DATA PROCESSING

4.1 Data Collection

4.1.1 Company History

On 24 February 1998 the state oil & gas mining company (PERTAMINA) entered into a PSC (Production Sharing Contract) contract agreement with an Australian company, namely Genindo Western Petroleum Pty. Ltd with a contract period of 30 years. In accordance with Law no. 21 of 2001 concerning Oil and Gas, as well as PP no. 42 of 2002 concerning the Upstream Oil & Gas Business Activities Implementation Agency (BP Migas), the issue of supervision and guidance of cooperation contract activities previously carried out by PERTAMINA was then handled directly by BP Migas as the Government's representative, where initially the Simenggaris Block Contractor was Genindo Western Petroleum Pty. Ltd with PERTAMINA, the composition of interest holders at that time was as follows: PERTAMINA 37.5% and Genindo Western Petroleum Pty. Ltd. 62.5%.

On February 2, 2000, there was a transfer of 75% of the shares of Western Simenggaris Pty. Ltd to Medco Energy International Tbk and at the same time changed the name from Genindo Western Petroleum Pty. Ltd became Medco Simenggaris and with this transfer, the name of the operator became JOB Pertamina-Medco Simenggaris Pty. Ltd with the following interests: PERTAMINA 37.5% and Medco Simenggaris Pty. Ltd. 62.5%.

In mid-2007 Medco entered into a sale and purchase agreement with Salamander Energy, namely selling 21% of its shares to Salamander Energy, so that the composition of interest holders in JOB Pertamina-Medco Simenggaris Pty. Ltd as follows: Pertamina 37.5%; Medco Simenggaris Pty. Ltd. 41.5%; Salamander Energy Simenggaris Ltd 21%.

The latest change in the name of the operator is related to the transfer of interest from Medco Simenggaris Pty. Ltd to the affiliated company PT Medco E&P Simenggaris based on the letter from the Upstream Oil & Gas Business Activities Implementation Agency (BP Migas) number 0341/BP00000/S0 dated 23 April 2009, the name of the operator JOB Pertamina-Medco Simenggaris Pty. Ltd changed to JOB Pertamina- Medco E&P Simenggaris, with the following

composition of interest holders: PERTAMINA 37.5%; PT Medco E&P Simenggaris 41.5%; Salamander Energy (Simenggaris) Ltd 21%.

Furthermore, on January 1 2013 there was another transfer of participant interest from Salamander Energy (Simenggaris) Ltd to PT Medco E&P Simenggaris, so the composition of interest holders was as follows: PERTAMINA 37.5% and PT Medco E&P Simenggaris 62.5%.

4.1.2 Company Structure

Below is the organizational structure of JOB Pertamina-Medco E&P Simenggaris:

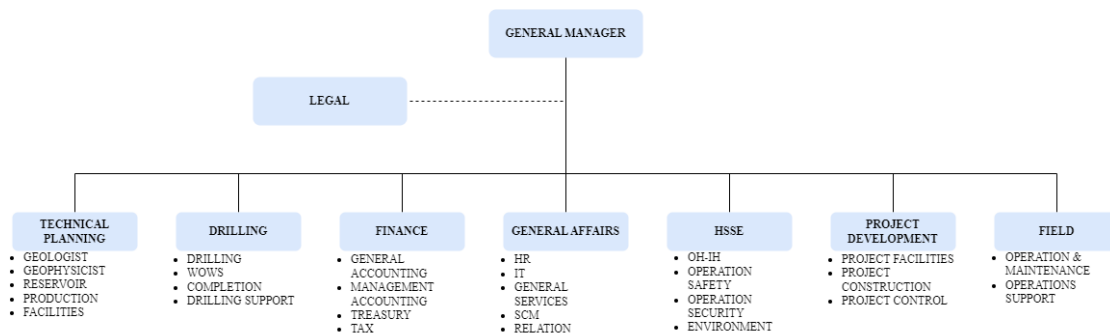


Figure 4. 1 Organizational Structure

4.1.3 Vision, Mission, and Values of the Company

In running the company, JOB Pertamina-Medco E&P Simenggaris has a vision and mission to achieve the company's goals:

a. Vision

Become the best National JOB (Joint Operating Body) in the field of oil and natural gas exploration and production.

b. Mission

Search, develop, and produce hydrocarbons with high value. Carrying out hydrocarbon exploration, development, and production activities efficiently by managing business in the fields of operations, technical, security, and environmental health (HSSE), finance, and leadership in a responsible, audited manner and based on international standards.

c. Values

1) Clean

Conduct business honestly, and fairly, with the highest ethical standards, avoid conflicts of interest, do not tolerate bribery, uphold trust and integrity, and always be guided by the principles of good corporate governance (Good Corporate Governance).

2) Open

Encouraging informality and openness in communication, building mutual trust, mutual compassion, and care between workers and management of JOB Pertamina-Medco E&P Simenggaris and shareholders.

3) Capable

Managed by professional leaders and workers, independent, with talent and high technical mastery, committed to improving one's abilities at all times, and knowing the limits of one's abilities.

4) Innovative

Building a culture of always wanting to move forward being enthusiastic about being the best and always looking for breakthroughs to achieve better, safer, faster, and cheaper processes or results

4.1.4 Company Activities

Upstream oil and gas business activities are regulated in Law No. 22 of 2001 Article 5 and Republic of Indonesia Government Regulation No. 35 of 2004 in carrying out its activities in three general stages, namely exploration, exploitation, and production. JOB Pertamina-Medco E&P Simenggaris has four employment opportunities in the Simenggaris Block work area, namely Mintut, Sesayap, Pidawan, and Bajul Besar. The explanation of the general activities of JOB Pertamina-Medco E&P Simenggaris is:

1. Exploration

Exploration is the stage of searching for and increasing new oil and gas reserves in new locations that are thought to have the potential to contain oil and gas. This activity requires a long process and involves geotechnical experts to determine the location and depth of the reservoir. Reservoirs are places where oil and natural gas accumulate. There are many ways to carry out exploration, one of which is seismic. Seismic is an effort to dilute oil and gas reserves below the earth's surface using seismic waves with the aim of finding oil and gas prospect areas.

2. Exploitation

Exploitation is the activity of utilizing/removing oil and gas reserves that have been discovered from reservoirs in the earth to the surface. Oil and gas mining exploitation activities include drilling, completion of wells, construction of facilities for transporting

the resulting crude oil, storage, and processing in the field including the processing of natural gas which is converted into liquid, known as Liquid Natural Gas (LNG).

3. Production

Production activities in the upstream oil and gas sector are carried out in the form of JOB-PSC (Joint Operating Body – Production Sharing Contract) collaboration as carried out by PT Medco E&P Simenggaris with Pertamina Hulu Energy Simenggaris. In the production process, lifting will result. Lifting is the volume of oil and gas that is ready to be sold.

4.1.5 JOB Pertamina-Medco E&P Simenggaris Social Responsibility Program

The social responsibility activities of JOB Pertamina-Medco E&P (JOB P-MEPS) Simenggaris are a company commitment to support the development and welfare of communities around the operational area. There are several programs run by JOB P-MEPS to carry out its social responsibilities, including the Operations Support Program (Cost Recovery) and Community Development (non-cost recovery). These programs are the result of synergy and collaboration between the Company and related stakeholders, from regional governments to local communities who have an important role in the sustainability of JOB P-MEPS operations.

Every year the programs implemented are always strived to be appropriate and in harmony with the needs of the local community. The company plays an active role in improving people's standard of living in the fields of education, economy, health and providing education to the public about the importance of protecting the environment and natural surroundings. This program is expected to encourage growth and progress in the community and areas surrounding operations and create an intelligent, independent, creative and broad-minded community in line with the company's business growth.

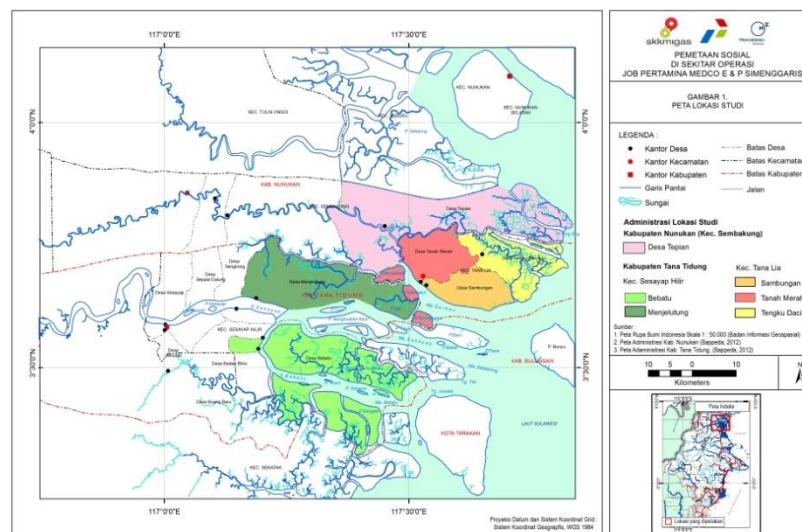


Figure 4. 2 Location Map

4.1.6 Identify community needs

The initial stage of QFD is identifying community needs. At this stage, identifying the desires of the community as users of the JOB Pertamina-Medco E&P Simenggaris community empowerment program, so that the program attributes listed in the questionnaire can be produced which will be distributed to the community. The data needed to conduct this research was obtained by distributing questionnaires related to the community's desires for the program provided by JOB Pertamina-Medco E&P Simenggaris. This questionnaire was distributed to the community around the JOB Pertamina-Medco E&P Simenggaris operational area. The data used in this research is data originating from questionnaires distributed to respondents. Questionnaires were distributed to people who had received community development programs. The first stage is a preliminary questionnaire which aims to find out the community's desires for the community development program that has been provided. The first questionnaire is closed and open. Closed questions are derived from 5 aspects, namely Education Program, Health Program, Economic Program, Infrastructure Program, and Other Programs. Open questions are intended to obtain input regarding people's desires that have not been covered in closed questions. After the questionnaires are distributed and collected, data tabulation is carried out for further data processing.

The program quality attributes that will be tested on the community are based on aspects of the community empowerment program, namely the Education Program, Health Program,

Economic Program, Environmental Program and other programs which can be seen in the following table:

Table 4. 1 Questionnaire

DM	No	Attributes of questions
Educational Program	1	JOB Pertamina-Medco E&P Simenggaris provides equipment to support teaching and learning activities.
	2	JOB Pertamina-Medco E&P Simenggaris provides program to support teaching and learning activities
	3	JOB Pertamina-Medco E&P Simenggaris program to motivate children in elementary schools
	4	JOB Pertamina-Medco E&P Simenggaris provides scholarships to outstanding students.
	5	JOB Pertamina-Medco E&P Simenggaris provides program to improve English skill
Health Program	6	JOB Pertamina-Medco E&P Simenggaris provides program to improve clean and healthy living practices
	7	JOB Pertamina-Medco E&P Simenggaris improving posyandu services
	8	JOB Pertamina-Medco E&P Simenggaris provides clean water facilities
	9	JOB Pertamina-Medco E&P Simenggaris provides health facilities
	10	JOB Pertamina-Medco E&P Simenggaris provides Program to prevent stunting
Economical Program	11	JOB Pertamina-Medco E&P Simenggaris provides skills training to utilize the available natural surroundings
	12	JOB Pertamina-Medco E&P Simenggaris provides cultivation training
	13	JOB Pertamina-Medco E&P Simenggaris provides community economic empowerment program
	14	JOB Pertamina-Medco E&P Simenggaris held a BUMDES management and development training program

DM	No	Attributes of questions
	15	JOB Pertamina-Medco E&P Simenggaris support local business
Environmental Program	16	JOB Pertamina-Medco E&P Simenggaris hold mangrove plant maintenance program
	17	JOB Pertamina-Medco E&P Simenggaris maintain local sustainability and biodiversity
	18	JOB Pertamina-Medco E&P Simenggaris provides an electricity program
	19	JOB Pertamina-Medco E&P Simenggaris participate in improving infrastructure
	20	JOB Pertamina-Medco E&P Simenggaris provides program to maintain environmental cleanliness
Other Integrated Program	21	JOB Pertamina-Medco E&P Simenggaris encourages local community involvement in ensuring the sustainability of community development program activities
	22	JOB Pertamina-Medco E&P Simenggaris collaborates with the government and local community leaders in identifying and exploring local resources for community development activities
	23	JOB Pertamina-Medco E&P Simenggaris has generally provided programs that are beneficial to the community.
	24	JOB Pertamina-Medco E&P Simenggaris participates in providing programs on an ongoing basis
	25	JOB Pertamina-Medco E&P Simenggaris carries out regular monitoring of the programs that have been implemented.

4.1.7 Sample Determination

In taking a sample, the population used is the population of Tana Tidung Regency, especially in Tanah Lia District, totaling 3.417 people based on Disdukcapil data in 2023. The minimum sample for a population can be determined using the Slovin technique (Sugiyono 2011), namely with the equation as follows:

$$n = \frac{N}{1 + N \cdot e^2} \quad (4.1)$$

Where:

n = Minimum sample size

N = Population (Total population of Tanah Lia sub-district = 3.417)

e = Real level or error limit (sampling error = 10% /e = 0.1 with level 90% confidence)

So the minimum sample size obtained to represent the research population is:

$$n = \frac{3.417}{1 + 3.417(0.1)^2}$$

$$n = \frac{341700}{3517}$$

$$n = 97,15 \approx 97$$

So, the minimum sample is 97 respondents

4.1.8 Questionnaire Distribution

The questionnaire was tested on 100 respondents. Each community is asked to assess the level of importance of each community's needs and not limit the emergence of new questions related to the object under study. Based on the results of the questionnaire, then testing is carried out on each attribute of community needs in the form of validity and reliability tests. Testing was carried out using SPSS 11.00® Software and Microsoft Excel.

4.2 Data Processing

4.2.1 Respondent Characteristic

Respondent characteristics were obtained from the results of data collection through distributing questionnaires. The first sheet of the questionnaire contains questions in the form of respondent's self-identity which consists of several questions. These questions are age, gender, village origin. The respondents studied were villager around the JOB Simenggaris work area. Number of respondents who studied were 100 respondents.

A. Age of Respondents

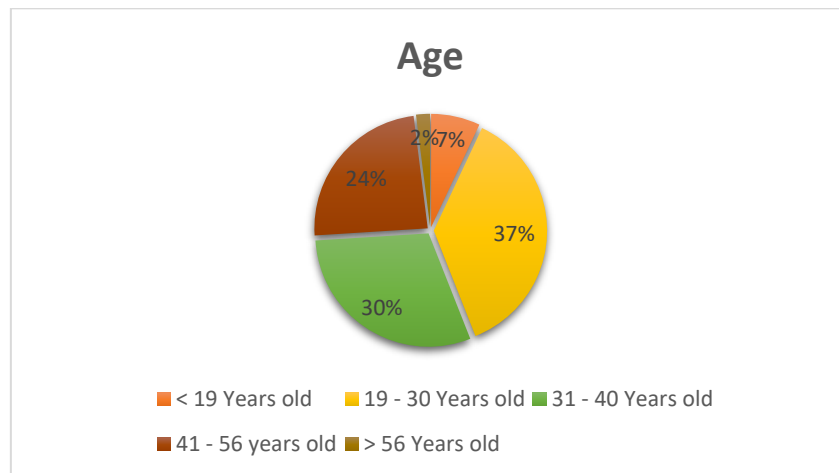


Figure 4. 3 Age of Respondent

Based on the results of the diagram in Figure 4.3 It can be seen that of the total of 100 respondents, the percentage of respondents aged <19 years is 7% or totaling 7 respondents, the percentage of respondents aged 19-30 years is 37% or 37 respondents, the percentage of respondents aged 31-40 years is 30% or 30 respondents, the percentage of respondents aged 41-56 was 24% or 24 respondents and the percentage of respondents aged >56 years was 2% or 2 respondents.

B. Gender of Respondent

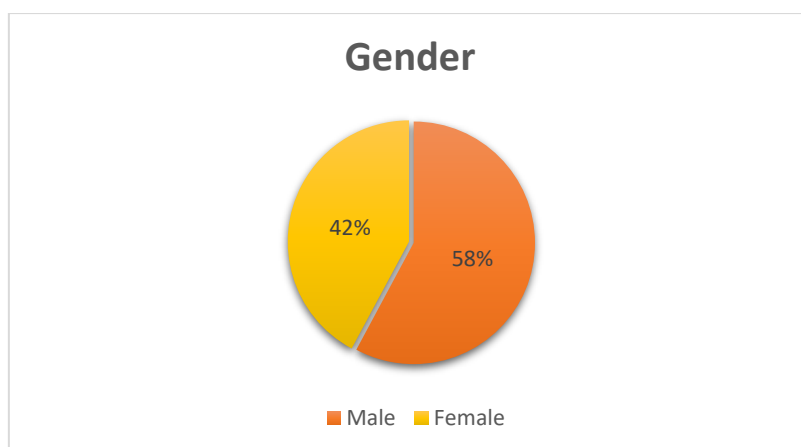


Figure 4. 4 Gender of Respondent

Based on the circle diagram in Figure 4.4, it can be seen that the number of male

respondents is greater than female respondents. Where out of a total of 100 respondents, the percentage of male respondents was 58% or 58 respondents, while the percentage of female respondents was 42% or 42 respondents.

C. Village Origin

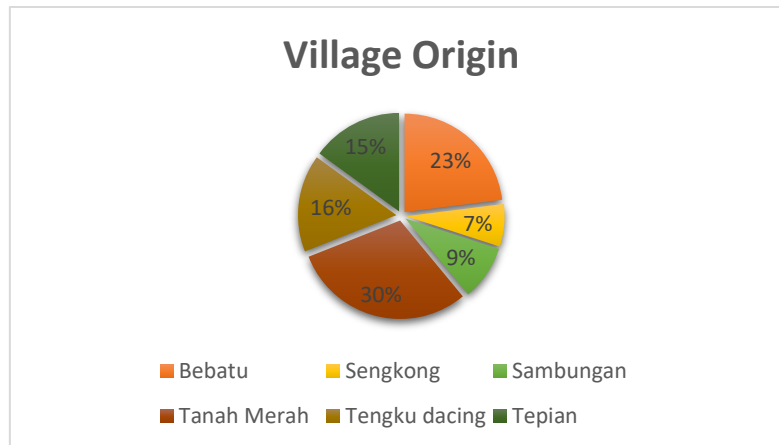


Figure 4. 5 Village Origin

Based on the diagram above, it can be described that out of a total of 100 respondents, the percentage of respondents who came from Tanah Merah village was 30% or 30 people, the percentage of respondents who came from Bebatu village was 23% or 23 people, for respondents who came from the village Tengku Dacing is 26% or 26 people, for respondents from Tepian village it is 15% or 15 people, for respondents from Sambungan village it is 9% or 9 people, and respondents from Sengkong village are 7% or a total of 7 people.

4.2.2 Validity & Reliability Testing

The conditions for calculating the validity test for each question are said to be valid if the calculated $r\text{-value} > r\text{ table}$. The $r\text{ table}$ value is obtained from the Pearson Distribution Table where the respondents used in this study were 100 respondents with a significance level of 5% or 0.05, so that the degree of freedom (df) = $N - 2 = 100 - 2$ is obtained, which is based on the Pearson Distribution Table value. $r\text{ table}$ is 0.1966. Validity testing was carried out using IBM SPSS software.

Table 4. 2 Validity Test

Number	Attribute of question	Level of satisfaction	Level of expectation	r table	Description
1	P1	0,617	0,646		Valid
2	P2	0,643	0,623		Valid
3	P3	0,721	0,558		Valid
4	P4	0,692	0,587		Valid
5	P5	0,877	0,656		Valid
6	P6	0,796	0,665		Valid
7	P7	0,734	0,741		Valid
8	P8	0,565	0,631		Valid
9	P9	0,435	0,628		Valid
10	P10	0,734	0,802		Valid
11	P11	0,737	0,778		Valid
12	P12	0,726	0,745		Valid
13	P13	0,798	0,677	0,1966	Valid
14	P14	0,769	0,757		Valid
15	P15	0,684	0,789		Valid
16	P16	0,709	0,780		Valid
17	P17	0,701	0,779		Valid
18	P18	0,501	0,604		Valid
19	P19	0,754	0,750		Valid
20	P20	0,750	0,671		Valid
21	P21	0,819	0,764		Valid
22	P22	0,773	0,750		Valid
23	P23	0,717	0,747		Valid
24	P24	0,720	0,802		Valid
25	P25	0,736	0,737		Valid

Based on the table above, all question attributes are declared valid because all calculated r values $>$ r table, so all attributes can be used for the next stage of analysis.

The reliability test in this study uses the Cronbach's Alpha reliability coefficient, where data is declared reliable if the Cronbach's Alpha value is $>$ 0.64. The results of the reliability test can be seen in the table below.

Table 4. 3 Reliability Test

Variable	Value	Description
Level of satisfaction	0,958	Reliable
Level of expectation	0,958	Reliable

4.2.3 Data processing for level of satisfaction

To obtain the total satisfaction level value for a variable, it must go through a transformation process from ordinal data (Likert scale) to interval data using the Method of Successive Interval (MSI). The following is a Likert scale that has been transformed into interval form.

Table 4. 4 Likert Scale for Satisfaction

Description	Likert Scale	Interval Scale
Very dissatisfied	1	1,000
Unsatisfied	2	2,737
Satisfied	3	4,114
Very satisfied	4	4,635

Total satisfaction value = STP Respondent x (STP Value) + TP Respondent x (TP Value) + Respondent P x (P Value) + SP Respondent x (SP Value). The results of data processing on Satisfaction Level are as follows.

Table 4. 5 Total Satisfaction Value

Dimension	Attributes	Satisfaction				TN
		STP	TP	P	SP	
Educational Program	P1	1	6	83	10	340.511
	P2	10	78	2	10	278.039
	P3	1	10	82	7	330.009
	P4	9	78	5	8	280.113
	P5	1	13	77	9	328.529
	P6	10	84	1	5	267.171
	P7	14	77	1	8	265.918
Health Program	P8	0	5	83	12	347.386
	P9	2	10	77	11	333.661
	P10	12	81	2	5	265.075

Dimension	Attributes	Satisfaction				TN
		STP	TP	P	SP	
Economical Program	P11	0	8	82	10	339.886
	P12	14	79	2	5	261.602
	P13	2	17	73	8	318.669
	P14	13	82	0	5	260.583
	P15	13	81	2	4	261.44
Environmental Program	P16	2	14	79	5	318.643
	P17	0	13	78	9	330.897
	P18	0	5	85	10	344.376
	P19	14	80	1	5	260.224
	P20	13	80	3	4	262.818
Other Integrated Program	P21	0	11	77	12	338.406
	P22	10	79	2	9	276.141
	P23	0	7	82	11	342.888
	P24	8	80	4	8	280.472
	P25	10	79	4	7	275.1

The mean value of satisfaction $i = \frac{\text{total satisfaction value of attribute } i}{\text{total numbers of respondents}}$

The mean value of satisfaction $i = \frac{340,511}{100}$

The mean value of the satisfaction level of attribute i is = 3,41

Table 4. 6 Mean of Satisfaction

No	Attributes of questions	Mean
1	JOB Pertamina-Medco E&P Simenggaris provides equipment to support teaching and learning activities.	3.41
2	JOB Pertamina-Medco E&P Simenggaris provides program to support teaching and learning activities	2.78
3	JOB Pertamina-Medco E&P Simenggaris program to motivate children in elementary schools	3.3
4	JOB Pertamina-Medco E&P Simenggaris provides scholarships to outstanding students.	2.8

No	Attributes of questions	Mean
5	JOB Pertamina-Medco E&P Simenggaris provides program to improve English skill	3.29
6	JOB Pertamina-Medco E&P Simenggaris provides program to improve clean and healthy living practices	2.67
7	JOB Pertamina-Medco E&P Simenggaris improving posyandu services	2.66
8	JOB Pertamina-Medco E&P Simenggaris provides clean water facilities	3.47
9	JOB Pertamina-Medco E&P Simenggaris provides health facilities	3.34
10	JOB Pertamina-Medco E&P Simenggaris provides Program to prevent stunting	2.65
11	JOB Pertamina-Medco E&P Simenggaris provides skills training to utilize the available natural surroundings	3.4
12	JOB Pertamina-Medco E&P Simenggaris provides cultivation training	2.62
13	JOB Pertamina-Medco E&P Simenggaris provides community economic empowerment program	3.19
14	JOB Pertamina-Medco E&P Simenggaris held a BUMDES management and development training program	2.61
15	JOB Pertamina-Medco E&P Simenggaris support local business	2.61
16	JOB Pertamina-Medco E&P Simenggaris hold mangrove plant maintenance program	3.19
17	JOB Pertamina-Medco E&P Simenggaris maintain local sustainability and biodiversity	3.31
18	JOB Pertamina-Medco E&P Simenggaris provides electricity program	3.44
19	JOB Pertamina-Medco E&P Simenggaris participate in improving infrastructure	2.6
20	JOB Pertamina-Medco E&P Simenggaris provides program to maintain environmental cleanliness	2.63
21	JOB Pertamina-Medco E&P Simenggaris encourages local community involvement in ensuring the sustainability of community development program activities	3.38
22	JOB Pertamina-Medco E&P Simenggaris collaborates with the government and local community leaders in identifying and exploring local resources for community development activities	2.76
23	JOB Pertamina-Medco E&P Simenggaris has generally provided programs that are beneficial to the community.	3.43
24	JOB Pertamina-Medco E&P Simenggaris participates in providing programs on an ongoing basis	2.8

No	Attributes of questions	Mean
25	JOB Pertamina-Medco E&P Simenggaris carries out regular monitoring of the programs that have been implemented.	2.75

4.2.4 Data processing for level of expectation

To obtain the total expected level value for a variable, it must go through a transformation process from ordinal data (Likert scale) to interval data using the Method of Successive Interval (MSI) method. The following is a Likert scale that has been transformed into interval form.

Table 4. 7 Likert Scale for Expectation

Description	Likert Scale	Interval Scale
Low expectation	1	1,000
Moderately low expectation	2	1,871
Moderately high expectation	3	3,368
High expectation	4	4,873

Total expected value = TM Respondent x (TM Value) + KM Respondent x (KM Value) + M Respondent x (M Value) + SM Respondent x (SM Value). The results of data processing on the expectation level are as follows.

Table 4. 8 Total Expected Value

Dimension	Attribute	Expectation				TN
		STB	TB	B	SB	
Educational Program	P1	7	83	2	8	279.453
	P2	1	9	78	12	339.031
	P3	11	82	1	6	267.332
	P4	1	8	78	13	342.033
	P5	14	77	1	8	265.918
Health Program	P6	0	10	84	6	330.872
	P7	0	14	77	9	329.4
	P8	5	83	3	9	286.202
	P9	12	77	5	6	271.107
Economical Program	P10	2	10	81	7	327.641
	P11	8	81	3	8	279.094
	P12	1	13	79	7	325.519

Dimension	Attribute	Expectation				TN
		STB	TB	B	SB	
Environmental Program	P13	19	73	2	6	254.816
	P14	3	10	82	5	322.262
	P15	1	12	81	6	325.51
	P16	16	79	1	4	254.852
	P17	13	78	3	6	266.614
	P18	5	85	2	8	282.926
	P19	1	13	80	6	324.013
	P20	0	13	80	7	327.887
Other Integrated Program	P21	11	77	1	11	276.823
	P22	0	10	79	11	338.398
	P23	7	82	4	7	280.31
	P24	0	8	81	11	341.391
	P25	0	10	79	11	338.398

The mean value of expectation $i = \frac{\text{total expectation value of attribute } i}{\text{total numbers of respondents}}$

The mean value of expectation $i = \frac{279,453}{100}$

The mean value of the expectation level of attribute i is = 2,79

Table 4. 9 Mean of Expectation

No	Attributes of questions	Mean
1	JOB Pertamina-Medco E&P Simenggaris provides equipment to support teaching and learning activities.	2.79
2	JOB Pertamina-Medco E&P Simenggaris provides program to support teaching and learning activities	3.39
3	JOB Pertamina-Medco E&P Simenggaris program to motivate children in elementary schools	2.67
4	JOB Pertamina-Medco E&P Simenggaris provides scholarships to outstanding students.	3.42
5	JOB Pertamina-Medco E&P Simenggaris provides program to improve English skill	2.66
6	JOB Pertamina-Medco E&P Simenggaris provides program to improve clean and healthy living practices	3.31

No	Attributes of questions	Mean
7	JOB Pertamina-Medco E&P Simenggaris improving posyandu services	3.29
8	JOB Pertamina-Medco E&P Simenggaris provides clean water facilities	2.86
9	JOB Pertamina-Medco E&P Simenggaris provides health facilities	2.71
10	JOB Pertamina-Medco E&P Simenggaris provides Program to prevent stunting	3.28
11	JOB Pertamina-Medco E&P Simenggaris provides skills training to utilize the available natural surroundings	2.79
12	JOB Pertamina-Medco E&P Simenggaris provides cultivation training	3.26
13	JOB Pertamina-Medco E&P Simenggaris provides community economic empowerment program	2.55
14	JOB Pertamina-Medco E&P Simenggaris held a BUMDES management and development training program	3.22
15	JOB Pertamina-Medco E&P Simenggaris support local business	3.26
16	JOB Pertamina-Medco E&P Simenggaris hold mangrove plant maintenance program	2.55
17	JOB Pertamina-Medco E&P Simenggaris maintain local sustainability and biodiversity	2.67
18	JOB Pertamina-Medco E&P Simenggaris provides electricity program	2.83
19	JOB Pertamina-Medco E&P Simenggaris participate in improving infrastructure	3.24
20	JOB Pertamina-Medco E&P Simenggaris provides program to maintain environmental cleanliness	3.28
21	JOB Pertamina-Medco E&P Simenggaris encourages local community involvement in ensuring the sustainability of community development program activities	2.77
22	JOB Pertamina-Medco E&P Simenggaris collaborates with the government and local community leaders in identifying and exploring local resources for community development activities	3.38
23	JOB Pertamina-Medco E&P Simenggaris has generally provided programs that are beneficial to the community.	2.8
24	JOB Pertamina-Medco E&P Simenggaris participates in providing programs on an ongoing basis	3.41
25	JOB Pertamina-Medco E&P Simenggaris carries out regular monitoring of the programs that have been implemented.	3.38

4.2.5 *Determining the Gap between Satisfaction Level and Expectation Level*

To find gap between the five dimensions, the following formula is used.

$$Q = P - E \quad (4.2)$$

Where:

Q = Quality of service

P = Perceived (satisfaction)

E = Expectation

At attribute 1:

Perceived (P) = 3,41

Expectation (E) = 2,79

Gap = 3,41 – 2,79 = 0,61

Table 4. 10 Gap Calculation

DM	No	Attributes of questions	Customer Satisfaction		
			Perceived	Expectation	Gap
Educational Program	1	JOB Pertamina-Medco E&P Simenggaris provides equipment to support teaching and learning activities.	3.41	2.79	0.61
	2	JOB Pertamina-Medco E&P Simenggaris provides program to support teaching and learning activities	2.78	3.39	-0.61
	3	JOB Pertamina-Medco E&P Simenggaris program to motivate children in elementary schools	3.30	2.67	0.63
	4	JOB Pertamina-Medco E&P Simenggaris provides scholarships to outstanding students.	2.80	3.42	-0.62
	5	JOB Pertamina-Medco E&P Simenggaris provides program to improve English skill	3.29	2.66	0.63
Health Program	6	JOB Pertamina-Medco E&P Simenggaris provides program to improve clean and healthy living practices	2.67	3.31	-0.637

DM	No	Attributes of questions			Customer Satisfaction		
					Perceived	Expectation	Gap
	7	JOB	Pertamina-Medco	E&P	2.66	3.29	-0.635
		Simenggaris improving posyandu services					
	8	JOB	Pertamina-Medco	E&P	3.47	2.86	0.61
		Simenggaris provides clean water facilities					
	9	JOB	Pertamina-Medco	E&P	3.34	2.71	0.63
		Simenggaris provides health facilities					
	10	JOB	Pertamina-Medco	E&P	2.65	3.28	-0.626
		Simenggaris provides Program to prevent stunting					
Economical Program	11	JOB	Pertamina-Medco	E&P	3.40	2.79	0.61
		Simenggaris provides skills training to utilize the available natural surroundings					
	12	JOB	Pertamina-Medco	E&P	2.62	3.26	-0.639
		Simenggaris provides cultivation training					
	13	JOB	Pertamina-Medco	E&P	3.19	2.55	0.64
		Simenggaris provides community economic empowerment program					
	14	JOB	Pertamina-Medco	E&P	2.61	3.22	-0.617
		Simenggaris held a BUMDES management and development training program					
	15	JOB	Pertamina-Medco	E&P	2.61	3.26	-0.641
		Simenggaris support local business					
Environmenta l Program	16	JOB	Pertamina-Medco	E&P	3.19	2.55	0.64
		Simenggaris hold mangrove plant maintenance program					

DM	No	Attributes of questions			Customer Satisfaction		
					Perceived	Expectation	Gap
	17	JOB Simenggaris	Pertamina-Medco maintain	E&P local	3.31	2.67	0.64
		sustainability and biodiversity					
	18	JOB Simenggaris	Pertamina-Medco provides	E&P electricity	3.44	2.83	0.61
		program					
	19	JOB Simenggaris	Pertamina-Medco participate in	E&P improving	2.60	3.24	-0.638
		infrastructure					
	20	JOB Simenggaris	Pertamina-Medco provides	E&P program to	2.63	3.28	-0.651
		maintain environmental cleanliness					
Other	21	JOB Simenggaris	Pertamina-Medco encourages	E&P local	3.38	2.77	0.62
Integrated		community involvement in ensuring					
Program		the sustainability of community					
		development program activities					
	22	JOB Simenggaris	Pertamina-Medco collaborates with the	E&P government and local	2.76	3.38	-0.623
		community leaders in identifying and exploring					
		local resources for community					
		development activities					
	23	JOB Simenggaris	Pertamina-Medco has generally provided	E&P programs that are	3.43	2.80	0.63
		beneficial to the					
		community.					
	24	JOB Simenggaris	Pertamina-Medco participates in	E&P providing programs on an	2.80	3.41	-0.609
		ongoing					
		basis					
	25	JOB Simenggaris	Pertamina-Medco carries out	E&P regular	2.75	3.38	-0.633

DM	No	Attributes of questions	Customer Satisfaction
			Perceived Expectation Gap
		monitoring of the programs that have been implemented.	

The average gap for each dimension is calculated by adding up the gap values in each dimension, then dividing by the number of attributes in each dimension. The calculation is formulated, as follows.

$$\begin{aligned} \text{Educational Programs} &= (0,61)+(-0,61)+(0,63)+(-0,62)+(0,63)/5 \\ &= 0.127 \end{aligned}$$

In the same way, we can find out the average gap in each dimension as in the following table.

Table 4. 11 Gap Dimension

No	Dimension	Average
1	Educational Program	0.127
2	Health Program	-0.123
3	Economical Program	-0.128
4	Environmental Program	-0.131
5	Other Integrated Program	0.118

The results suggest that some of the dimension for the company's services have not met the desires of its consumers. The results of the gap calculation can be depicted as in the following image.

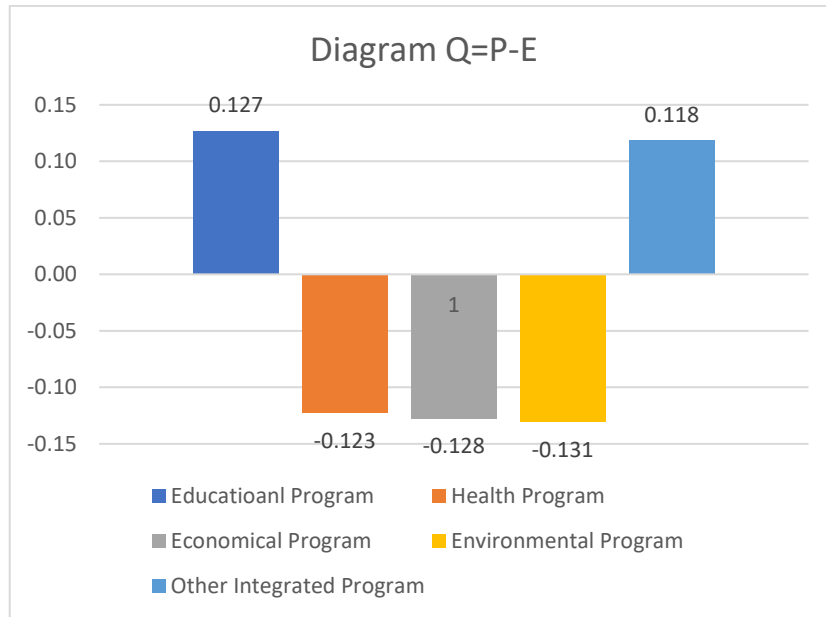


Figure 4. 6 Gap Diagram

4.2.6 Determining Importance Performance Analysis

Before moving from SERVQUAL to QFD, first, carry out an Importance Performance Analysis (IPA) analysis to obtain factors that influence the results obtained from the SERVQUAL dimension. Table 4.16 is between consumer satisfaction and expectations which will be used to create a Cartesian diagram regarding the position of data placement. based on Importance-Performance Analysis (IPA). The results of the IPA analysis can be seen in Figure 4.7.

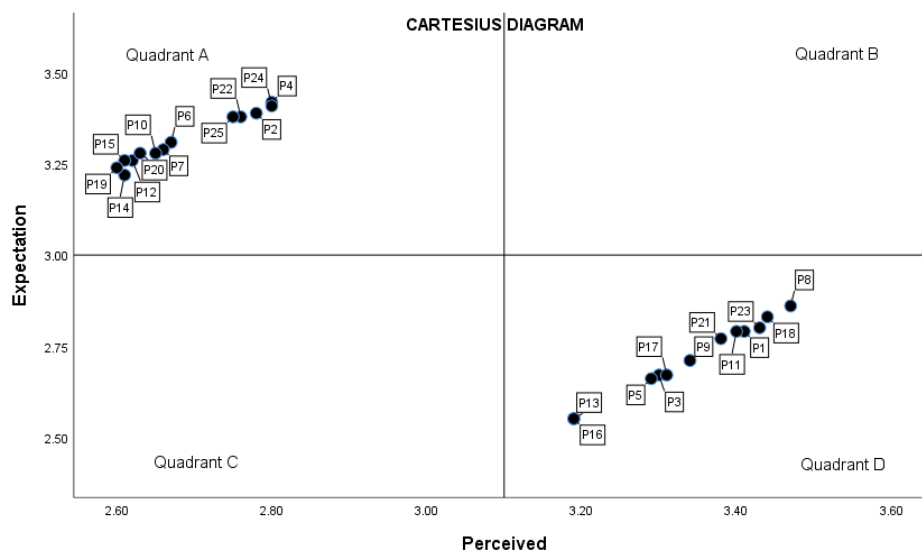


Figure 4. 7 IPA Diagram

Information

- a. Quadrant A, Area that contains attributes that are considered important by customers but in reality these attributes are not as expected (the level of customer satisfaction is still very low). In this area the company makes continuous improvements so that performance in this quadrant increases. The attributes included in this quadrant are attributes P2, P4, P6, P7, P10, P12, P14, P15, P19, P20, P22, P24, P25
- b. Quadrant B, the area that contains attributes that are considered important by customers and attributes that are considered by customers to be in accordance with what they feel so that the level of satisfaction is relatively higher.
- c. Quadrant C, the area containing attributes that are considered less important by customers and in fact their performance is less satisfied.
- d. Quadrant D, an area containing attributes that are considered less important by customers and are considered excessive. Included in this attribute are attributes P1, P3, P5, P8, P9, P11, P13, P16, P17, P18, P21, P23

Based on the results of the matrix importance performance analysis in quadrant A as seen in Figure 4.7 . It can be seen that customers' assessments of program attributes are considered important, but their implementation is not optimal and does not meet expectations. In quadrant A there are 13 main priority service attributes that have been improved, namely attributes P2, P4, P6, P7, P10, P12, P14, P15, P19, P20, P22, P24, and P25. The 13 attributes in quadrant A will be used as priority improvements. Table 4.12 shows the program attributes that are priorities for improvement in quadrant A.

Table 4. 12 Result of IPA

Attribute	Attribute program
P2	JOB P-MEPS provides program to support teaching and learning activities.
P4	JOB P-MEPS provides scholarships to outstanding students.
P6	JOB P-MEPS provides program to improve clean and healthy living practices
P7	JOB P-MEPS improving posyandu services
P10	JOB P-MEPS held program to prevent stunting.
P12	JOB P-MEPS held a program to improve the economy growth

Attribute	Attribute program
P14	JOB P-MEPS held a BUMDES management and development training program.
P15	JOB P-MEPS support local business
P19	JOB P-MEPS participates in improving infrastructure
P20	JOB P-MEPS provides program to maintain environmental cleanliness
P22	JOB P-MEPS collaborates with the government and local community leaders in identifying and exploring local resources for community development activities.
P24	JOB P-MEPS Participate in providing program on an ongoing basis
P25	JOB P-MEPS carries out regular monitoring of the programs that have been implemented.

4.3 Quality Function Deployment (QFD)

After carrying out a gap analysis using SERVQUAL and IPA analysis, the next step is to carry out a QFD analysis. One of the important things in QFD is the House of Quality (HOQ). The stages in preparing the HOQ are as follows:

4.3.1 Relationship Matrix

1. Customers Needs (WHATs)

Based on IPA analysis, there are 13 attributes that are used as Customer Needs in the house of quality, namely service attributes that are in quadrant A, including:

- 1) JOB P-MEPS provides program to support teaching and learning activities.
- 2) JOB P-MEPS provides scholarships to outstanding students.
- 3) JOB P-MEPS provides program to improve clean and healthy living practices
- 4) JOB P-MEPS improving posyandu services
- 5) JOB P-MEPS held program to prevent stunting.
- 6) JOB P-MEPS held a program to improve the economic growth
- 7) JOB P-MEPS held a BUMDES management and development training program.
- 8) JOB P-MEPS support local business
- 9) JOB P-MEPS participates in improving infrastructure
- 10) JOB P-MEPS provides program to maintain environmental cleanliness

- 11) JOB P-MEPS collaborates with the government and local community leaders in identifying and exploring local resources for community development activities.
- 12) JOB P-MEPS Participate in providing program on an ongoing basis
- 13) JOB P-MEPS carries out regular monitoring of the programs that have been implemented.

2. Technical Requirement (HOWs)

One of the important steps in the service planning matrix is translating community needs into technical requirements in order to better specify a general design. Every societal desire is translated directly into a technical desire characterized by measurable attributes. Every community desire always has a relationship with at least one technical requirement for each community desire. In determining the technical response was carried out using a focus group discussion (FGD) with related parties, namely the management of JOB Pertamina-Medco E&P Simenggaris. The table below is an interpretation of technical requirements (customer requirements) to technical requirements (technical requirements).

Technical needs that have been translated from community needs are:

Table 4. 13 Technical Requirements

ISO 26000 Implementation	Technical Requirements
Community Involvement and Development	a. Program to supply reading books in school library
	b. Scholarship program for outstanding students
	c. Socialization of healthy living and how to prevent infectious diseases
	d. supplying posyandu equipment
	e. Supplementary food program
	f. Agricultural business development program
	g. Supplying boat equipment and engine
	h. Construction of facilities at local tourism site
Environment	i. Workshop program maintaining cleanliness and supply cleaning facilities

3. The relationship between customer requirements and technical requirements

The relationship between community needs and technical needs can be expressed at 3

levels, namely:

1. Technical needs have a strong relationship in meeting needs, symbolized by ● and worth 9.
2. Technical needs have a moderate relationship in meeting community needs, symbolized by ○ and with a value of 3.
3. Technical needs have a weak relationship in meeting community needs, symbolized by ▽ and with a value of 1.

The relationship pattern between community desires and technical needs can be seen in the following figure.

		a	b	c	d	e	f	g	h	i
		Program to supply reading books in school library	Scholarship program for outstanding students	Socialization of healthy living and how to prevent infectious diseases	supplying posyandu equipment	Supplementary food program	Agricultural business development program	Supplying boat equipment and engine	Construction of facilities at local tourism site	Workshop program maintaining cleanliness and supply cleaning
1	JOB P-MEPS provides program to support teaching and learning activities.	9								
2	JOB P-MEPS provides scholarships to outstanding students.		9							
3	JOB P-MEPS provides program to improve clean and healthy living			9						
4	JOB P-MEPS improving posyandu services				9					
5	JOB P-MEPS held program to prevent stunting.					9				
6	JOB P-MEPS held a program to improve the economic growth						9	9		
7	JOB P-MEPS held a BUMDES management and development training						9			
8	JOB P-MEPS support local business						3	9		
9	JOB P-MEPS participates in improving infrastructure								9	
10	JOB P-MEPS provides program to maintain environmental cleanliness			1						9
11	JOB P-MEPS collaborates with the government and local community leaders in identifying and exploring local resources for community development activities.									3
12	JOB P-MEPS Participate in providing program on an ongoing basis	3	9							
13	JOB P-MEPS carries out regular monitoring of the programs that have been implemented.			3			9			9

Figure 4. 8 Relationship Matrix

4. Relationship between attributes

Technical requirements will be interconnected with each other, either relationships that support each other (positive relationships) or relationships that weaken each other (negative relationships).

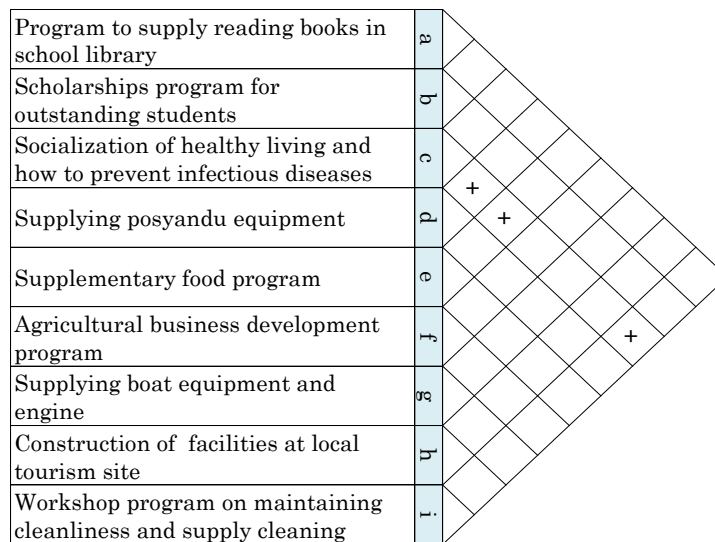


Figure 4. 9 Relationships of Attributes

4.3.2 Planning Matrix

j. Calculation of customer satisfaction performance values

The results of Customer Satisfaction Performance calculations can be seen in the following table.

Table 4. 14 Customer Satisfaction

Attribute	Customer satisfaction		
	Perceived	Expectation	Gap
1	2.780	3.390	-0.610
2	2.801	3.420	-0.619
3	2.672	3.309	-0.637
4	2.659	3.294	-0.635
5	2.651	3.276	-0.626
6	2.616	3.255	-0.639
7	2.606	3.223	-0.617
8	2.614	3.255	-0.641

Attribute	Customer satisfaction		
	Perceived	Expectation	Gap
9	2.602	3.240	-0.638
10	2.628	3.279	-0.651
11	2.761	3.384	-0.623
12	2.805	3.414	-0.609
13	2.751	3.384	-0.633

b. Determination of target value (Goal)

In this research, the goal value is taken from the MSI Interval mode value at the level of expectation. This is because the goal value is an achievement used as a benchmark for success in efforts to increase customer satisfaction. The following are the Interval Scale Values that are used to determine targets.

Table 4. 15 Goal Determination

Description	Skala Likert	Interval Scale
Low expectation	1	1,000
Moderately low expectation	2	1,871
Moderately high expectation	3	3,368
High expectation	4	4,873

c. Calculation of the Improvement Ratio value

The improvement ratio can be formulated as follows:

$$IR = \frac{Goal}{Current\ Satisfaction\ Performance} \quad (4.3)$$

$$IR = \frac{4,873}{2,780}$$

$$IR = 1,753$$

The IR calculation results are as follows:

Table 4. 16 Improvement Ratio

Attribute program	Improvement Ratio
1	1.753
2	1.740

Attribute program	Improvement Ratio
3	1.824
4	1.833
5	1.838
6	1.863
7	1.870
8	1.864
9	1.873
10	1.854
11	1.765
12	1.737
13	1.771

d. Sales Point Determination

Sales points indicate the ranking of community needs. If the position is strong, it is given a value of 1.2 and if the position is not strong it is given a value of 1. In this research, the management of JOB E&P Simenggaris determined the sales point value for each program attribute, namely:

Table 4. 17 Sales Point

Attribute program	Sales Point
1	1,2
2	1,2
3	1,2
4	1,2
5	1,2
6	1
7	1
8	1
9	1,2
10	1
11	1,2
12	1,2

Attribute program	Sales Point
13	1

- e. Calculation of row weight values and normalizing row weight

Raw weight and normalized raw weight can be formulated as follows:

$$RW = \text{Importance to customer} \times \text{improvement ratio} \times \text{Sales point} \quad (4.4)$$

$$RW = 3,390 \times 1,753 \times 1,2$$

$$RW = 7,130$$

$$NRW = \frac{\text{Raw Weight}}{\text{Total Raw Weight}} \quad (4.5)$$

$$NRW = \frac{7,130}{87,78} = 0,081 = 8\%$$

Table 4. 18 Row Weight Calculation

Attribute	RW	NRW	%NRW
1	7.130	0.081	8%
2	7.140	0.081	8%
3	7.242	0.083	8%
4	7.244	0.083	8%
5	7.228	0.082	8%
6	6.064	0.069	7%
7	6.026	0.069	7%
8	6.067	0.069	7%
9	7.281	0.083	8%
10	6.079	0.069	7%
11	7.166	0.082	8%
12	7.118	0.081	8%
13	5.994	0.068	7%
Total	87.78	1	100%

f. Calculation of Contribution Value and normalized Contribution

Contribution and normalized contribution values can be formulated as follows.

$$\text{Contribution} = \sum (\text{Normalized raw weight} \times \text{Numeric value}) \quad (4.6)$$

$$\begin{aligned} \text{Contribution} &= (0,081 \times 9)(0,081 \times 3) \\ &= 0,974 \end{aligned}$$

$$\text{Normalized contribution} = \frac{\text{Contribution}}{\text{Total Contribution}} \quad (4.7)$$

$$\text{Normalized contribution} = \frac{0,974}{10,485} = 0,093$$

Table 4. 19 Technical Importance Calculation

Attribute	c	nc	nc%	priority
1	0.974	0.093	9%	6
2	1.462	0.139	14%	3
3	1.030	0.098	10%	5
4	0.743	0.071	7%	7
5	0.741	0.071	7%	7
6	2.062	0.197	20%	1
7	1.244	0.119	12%	4
8	0.747	0.071	7%	7
9	1.483	0.141	14%	2
Total	10.485	1	100%	

4.3.3 House of Quality (HOQ)

After carrying out various analyzes and calculations, the overall House of Quality (HOQ) is obtained. An image of the House of Quality (HOQ) can be seen below in Figure 4.10 House of quality.

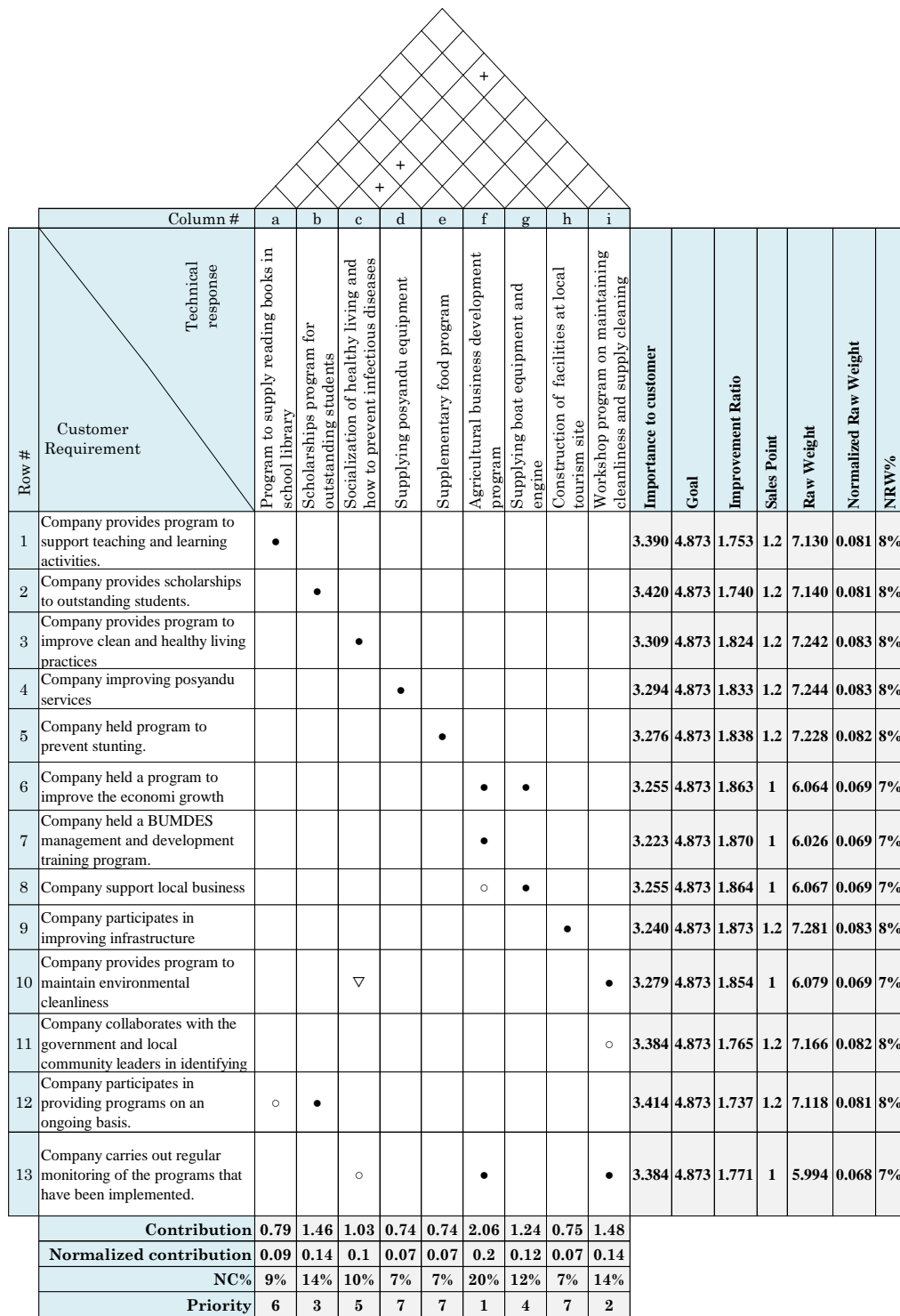


Figure 4. 10 House of Quality

CHAPTER V

DISCUSSION

This research aims to determine the attributes that most influence community satisfaction around the JOB Pertamina-Medco E&P Simenggaris operational area through community development programs so that this needs to be taken into consideration by the company in efforts to meet community satisfaction levels.

5.1 Service Quality

Service Quality (SERVQUAL) is used in collecting qualitative data obtained from questionnaire data. In this research, the data was processed using gap analysis using the SERVQUAL method. Table 5.1 regarding the gap in service attributes shows that the value of several attributes for community satisfaction is lower than expected. The following is the Gap calculation for each attribute based on five quality dimensions.

$$Q = P - E$$

Information:

Q = Quality in Customer Service

E = Customer expectations regarding the quality of service

P = Services obtained

Table 5. 1 Gap of Educational Dimension

Attribute	Perceived	Expectation	Gap
P1	3.41	2.79	0.61
P2	2.78	3.39	-0.61
P3	3.30	2.67	0.63
P4	2.80	3.42	-0.62
P5	3.29	2.66	0.63
	Mean		0.127

Table 5.1 describes that the average value in the educational dimension is 0.127. This value shows that the average expectations for the program in the educational dimension have been met but still need to be improved. The program attributes P2 and P4 have a negative gap, this shows that the perception/satisfaction value is smaller than the expectation value. These two

attributes require more attention from management to improve them so they can meet customer expectations.

Table 5. 2 Gap of Health Program Dimension

Attribute	Perceived	Expectation	Gap
P6	2.67	3.31	-0.637
P7	2.66	3.29	-0.635
P8	3.47	2.86	0.61
P9	3.34	2.71	0.63
P10	2.65	3.28	-0.626
Mean			-0.123

In the health program dimension, the average gap value is -0.123. This value shows that the average expectations for services in the health dimension have not been met, and still require improvement. The program attributes P6, P7, and P9 have a negative gap, this shows that the perception/satisfaction value is smaller than the expected value. These attributes require more attention from management to improve so they can meet customer expectations.

Table 5. 3 Gap of Economical Program Dimension

Attribute	Perceived	Expectation	Gap
P11	3.40	2.79	0.61
P12	2.62	3.26	-0.639
P13	3.19	2.55	0.64
P14	2.61	3.22	-0.617
P15	2.61	3.26	-0.641
Mean			-0.128

In the economic program dimension, the average gap value is -0.128. This value shows that the average expectations for services in the health dimension have not been met, and still require improvement. The program attributes P12, P14, and P15 have a negative gap, this shows that the perception/satisfaction value is smaller than the expected value. These attributes require more attention from management to improve so they can meet customer expectations.

Table 5. 4 Gap of Environmental program dimension

Attribute	Perceived	Expectation	Gap
P16	3.19	2.55	0.64
P17	3.31	2.67	0.64
P18	3.44	2.83	0.61
P19	2.60	3.24	-0.638
P20	2.63	3.28	-0.651
Mean			-0.131

In the environmental dimension of the program, the average gap value is -0.131. This value shows that the average expectations for services in the health dimension have not been met, and still require improvement. The program attributes P19 and P20 have a negative gap, this shows that the perception/satisfaction value is smaller than the expectation value. These attributes require more attention from management to improve so they can meet customer expectations.

Table 5. 5 Gap of other integrated program

Attribute	Perceived	Expectation	Gap
P21	3.38	2.77	0.62
P22	2.76	3.38	-0.623
P23	3.43	2.80	0.63
P24	2.80	3.41	-0.609
P25	2.75	3.38	-0.633
Mean			0.118

Table 5.5 describes that the average value for the educational dimension is 0.118. This value shows that the average expectations for the program in the educational dimension have been met but still need to be improved. The program attributes P22, P24 and P25 have a negative gap, this shows that the perception/satisfaction value is smaller than the expected value. These two attributes require more attention from management to improve them so they can meet customer expectations.

From these results it can be concluded that the level of satisfaction of the people who receive the CSR program by JOB Pertamina-Medco E&P Simenggaris is still below the satisfaction target. So there needs to be improvements from the management of JOB P-MEPS so that the

programs provided can be in line with community expectations. To improve performance which has been poor so far, it is necessary to have a planning strategy or re-evaluate the efforts that need to be made so that the service system can be better. One planning design is to use the Quality Function Deployment (QFD) approach.

5.2 Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) is used to develop marketing strategies. This analysis is used to cover existing deficiencies in SERVQUAL. The results of data processing show that the IPA analysis in Quadrant A which is a high priority is attributes P2, P4, P6, P7, P10, P12, P14, P15, P19, P20, P22, P24, P25. Because quadrant A is a high-priority quadrant, improvements to the JOB P-MEPS CSR program must use attributes in quadrant A or are considered important by customers. Therefore, it needs to be prioritized. The 13 attributes in quadrant A will be used as priority improvements.

5.3 Quality Function Deployment (QFD)

Quality Function Deployment (QFD) is a methodology used to translate consumer desires regarding the quality of a product or service in order to satisfy consumer needs. QFD in this research is used to design new strategies to increase community satisfaction by developing and improving the quality of the JOB P-MEPS CSR program. From the questionnaire distributed to the public, 9 priority technical needs can be determined, and then from these 9 technical needs, the weight value of each is determined. So based on the absolute importance weight, namely:

1. Agricultural Business Development

Agricultural business development has a weight value of 2,062 so it is the priority that must be improved. Taking this into account, JOB P-MEPS can provide programs in the form of agricultural cultivation training to provide good agricultural cultivation methods. For this reason, JOB P-MEPS can collaborate with Karang Taruna to invite resource persons to provide training to residents of the village community.

2. Workshop Program on maintaining cleanliness and Supply Cleaning Facilities

Workshop program and supply cleaning facilities have a weighted value of 1,483 and is the second priority. The workshop program on maintaining cleanliness and supply cleaning facilities can be carried out by maintaining environmental cleanliness through the establishment of an independent Waste Bank. This Waste Bank activity also leads

to community independence. The systematic implementation starts with sorting waste (organic and inorganic), and establishing rubbish stalls and rubbish banks to collect rubbish from residents, just like with savings, at a conventional bank, the savings are in the form of money, but at this independent waste bank, the savings is trash from residents, which can later be exchanged for basic necessities. Apart from that, the collected waste will be re-used and recycled into crafts which will then be sold to the general public, so that there will also be turnover and economic improvement.

3. Scholarship program for outstanding student

Scholarship for outstanding students has a value of 1,462 and is the third priority. The quality of community human resources is very important because it supports the progress of a region. Law No. 20 of 1990 concerning Regional Autonomy, that regions must be able to compete with other regions in order to increase and produce all their natural resources, which is one of the largest sources of income for the region. Therefore, human resources are needed to be qualified and professional and have adequate skills and knowledge to be able to manage all existing resources. In this regard, JOB P-MEPS as an operator of natural resource utilization in the area can help local communities with scholarships to be able to continue their education at university.

4. Supplying boat equipment and engine

Supplying boat equipment and engines has a weighted value of 1,244 and is the fourth priority. The villages around the JOB Pertamina-Medco E&P Simenggaris operational area are coastal villages with almost the majority of the population making their living as fishermen. Tanah Merah Village, Sambungan Village, Teng kudacing Village, Bebatu Village, and Tepian Village are villages supported by social responsibility from the JOB P-MEPS oil and gas company. Besides that, with quite large marine and fisheries potential where there are various types of fish, shellfish, and shrimp as well as other marine biota that have quite high economic value, if fishing is intensified with semi-modern fishing equipment, the results will be encouraging so that it can help fishing communities to improve living rates can also contribute to the fisheries sector. Fishermen around the JOB P-MEPS operational area are using simple equipment to catch fish and shrimp. Currently, some of the fishermen's wooden boats are quite old and need to be replaced with new wooden boats, besides that, many of the existing

ketinting boat engines are also damaged. JOB P-MEPS can provide programs in the form of supplying fishing equipment such as boats, machines, and nets.

5. Socialization of healthy living and how to prevent infectious diseases

Socialization of healthy living and prevent infectious diseases with a weighted value of 1,030. The general aim of this kind of community service program is to help communities around oil and gas operations areas overcome the problems currently faced in improving and maintaining health by adopting a healthy lifestyle. The method that will be used in this community service is through outreach activities so that people can adopt a healthy lifestyle. Apart from that, JOB P-MEPS can also provide training in maintaining body health to avoid various diseases.

6. Program to supply reading books in the school library

Program to supply reading books in school library with a weighted value of 0,974. In the explanation of the national education law, it is stated that one of the learning resources in schools is the library. As one of the learning resources in schools, libraries help achieve the school's vision and mission. Considering the important role of the school library, it is necessary to have appropriate and fast management so that the function of the school library is truly realized. However, the problem now is that there are quite a few school libraries whose management is still less than professional. Libraries are the heart of an educational institution and should have a strategic portion and position to realize the school's vision and mission. All parties should pay more attention to the existence of libraries in schools and for this reason JOB Pertamina-Medco E&P Simenggaris in its social responsibility program can provide book assistance for school libraries.

7. Construction of facilities at local tourism sites

Construction of facilities at local tourism sites has a weight value of 0,747. A planned and sustainable tourism development approach, which is rooted in community participation, is believed to be able to make a significant contribution to increasing local revenue (PAD) and creating jobs (Rusyidi & Fedryansyah, 2018). Not only that, but tourism development efforts also have the potential to create a source of income that can be used to maintain and preserve cultural heritage and environmental diversity, while providing benefits to local communities.

8. Supplying posyandu equipment

Supplying posyandu equipment has a weighted value of 0.743 and it is the 7th priority. Posyandu is a basic health activity carried out by and from the community assisted by local health workers. The benefits of posyandu are providing maternal and child health services, family planning, immunization, nutrition, and diarrhea management. In the area surrounding the JOB P-MEPS operation, there are 7 (seven) posyandu that require attention and assistance with equipment to support posyandu operations.

9. Supplementary food program

Supplementary food program has a weight value of 0.741, because this value is the smallest among other technical needs, so it is the last priority. It is also important to improve the quality of community nutrition because it supports community intelligence. Communities with good nutritional quality can think forward because their basic needs have been met, this can also improve the quality of community human resources. The program carried out is by providing routine improvements in maternal and child nutrition, providing highly nutritious food to students at school, and providing guidance on the importance of consuming four healthy five perfect foods.

CHAPTER VI

CONCLUSION

6.1 Conclusion

Based on the results of data collection and processing, as well as the analysis that has been carried out, there are several conclusions as follows:

1. Based on the results of the gap analysis, it is concluded that the level of satisfaction of the people who receive the CSR program by JOB Pertamina-medco E&P Simenggaris is still below the satisfaction target. So there needs to be improvements from the management of JOB P-MEPS so that the programs provided can be in line with community expectations.
2. Based on the results of distributing questionnaires and calculating relative importance values, the programs that can be proposed based on priority levels are: Agricultural business development, Workshop program on maintaining cleanliness and supply cleaning facilities, scholarship program, supply boat equipment and engine, socialization of healthy living and how to prevent infectious diseases, program to supply reading books n school library, construction of facilities at local tourism sites, supplying posyandu equipment, supplementary food program.

6.2 Suggestion

1. Community development staff need to have expertise in understanding the community in order to carry out an approach so that they are able to understand the context in which the program will be implemented, evaluate the existing humanitarian service system, and understand the decision-making structure that exists in the area.
2. The published sustainability report not only reports CSR activities carried out by JOB P-MEPS but also other companies owned by PERTAMINA as the holding company.

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APPENDIX

QUESTIONNAIRE

AssalamualaikumWrWb.

Perkenalkan nama saya Nurul Hadi Fitri Fauziah, mahasiswi Jurusan Teknik Industri Kelas Fakultas Teknologi Industri Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian guna menyelesaikan tugas akhir saya yang berjudul "**Analysis of Community Development and Corporate Social Responsibility at JOB Pertamina-Medco E&P Simenggaris**".

Sehubungan dengan maksud tersebut, ditengah kesibukan Bapak/Ibu, saya mohon bantuan dan ketersediaan untuk meluangkan waktunya sekitar 20 - 25 menit untuk mengisi kuesioner. **Kuesioner ini berisikan berbagai hal yang berhubungan dengan program tanggung jawab sosial yang anda inginkan dan anda rasakan pada perusahaan JOB Pertamina-Medco E&P Simenggaris.** Saya sangat berharap jawaban yang diberikan akan membantu baik dalam penyusunan skripsi ini ataupun bagi peningkatan pengadaan program pemberdayaan masyarakat.

JOB Pertamina-Medco E&P Simenggaris sendiri merupakan Joint Operating Body antara PT Pertamina Hulu Energi Simenggaris dan PT Medco E&P Simenggaris untuk mengelola blok Simenggaris yang terletak di Nunukan dan Tana Tidung, Provinsi Kalimantan Utara. JOB Pertamina-Medco E&P Simenggaris merupakan perusahaan yang bergerak di bidang industri minyak dan gas.

Program Tanggung Jawab Sosial (CSR) adalah bentuk kepedulian perusahaan terhadap lingkungan eksternal perusahaan melalui berbagai kegiatan yang dilakukan dalam rangka penjagaan lingkungan, norma masyarakat, partisipasi pembangunan, serta berbagai bentuk tanggung jawab sosial lainnya.

Atas kesediaan Bapak/Ibu untuk mengisi kuesioner ini dengan sejujur-jujurnya, objektif, dan apa adanya sangat berarti bagi penelitian ini. Terima kasih atas bantuan dan kesediaan Bapak/Ibu/Saudara/i dalam mengisi kuesioner ini. Semoga kebaikan Bapak/Ibu/Saudara/i mendapat balasan dan pahala dari Allah SWT.

Wassalamualaikum Wr Wb

A. Identitas Responden

1. Nama Responden
2. Jenis Kelamin
 - a. Laki-laki
 - b. Perempuan
3. Umur
 - a. <19 tahun
 - b. 19-30 tahun
 - c. 31-40 tahun
 - d. 41-56 tahun
 - e. >56 tahun
4. Asal Desa
 - a. Bebatu
 - b. Sengkong
 - c. Sambungan
 - d. Tanah merah
 - e. Tengku dacing
 - f. Tepian

B. Kinerja yang diharapkan (expectation)

Petunjuk

- Pilihlah satu jawaban yang sesuai dengan pendapat anda atas pengadaan program pemberdayaan masyarakat yang diberikan JOB Pertamina-Medco E&P Simenggaris ini.
- Tidak ada jawaban yang salah, jawaban yang benar adalah yang sesuai dengan pendapat yang anda rasakan sebenarnya.
- Berilah tanda (✓) atau (X) pada jawaban yang anda anggap paling sesuai dengan pendapat yang anda rasakan pada kolom yang telah disediakan.
- Pilihlah :
 - TB : Bila Anda menyatakan program tersebut Tidak Berharap untuk diadakan
 - KB : Bila Anda menyatakan program tersebut Kurang Berharap untuk diadakan
 - B : Bila Anda menyatakan program tersebut Berharap diadakan

- SB : Bila Anda menyatakan program tersebut Sangat berharap diadakan

No	Pernyataan	Penilaian			
		TB	KB	B	SB
Program Pendidikan					
1	JOB Pertamina-Medco E&P Simenggaris menyediakan peralatan untuk menunjang kegiatan belajar mengajar.				
2	JOB Pertamina-Medco E&P Simenggaris menyediakan program untuk menunjang kegiatan belajar mengajar				
3	JOB Pertamina-Medco E&P Simenggaris memberikan program untuk memotivasi anak-anak di sekolah dasar				
4	JOB Pertamina-Medco E&P Simenggaris memberikan beasiswa kepada mahasiswa berprestasi.				
5	JOB Pertamina-Medco E&P Simenggaris menyediakan program untuk meningkatkan kemampuan bahasa Inggris				
Program Kesehatan					
6	JOB Pertamina-Medco E&P Simenggaris memberikan program untuk meningkatkan praktik hidup bersih dan sehat				
7	JOB Pertamina-Medco E&P Simenggaris meningkatkan pelayanan posyandu				
8	JOB Pertamina-Medco E&P Simenggaris menyediakan fasilitas air bersih				
9	JOB Pertamina-Medco E&P Simenggaris menyediakan fasilitas kesehatan				
10	JOB Pertamina-Medco E&P Simenggaris memberikan Program pencegahan stunting				
Program Ekonomi					

11	JOB Pertamina-Medco E&P Simenggaris memberikan pelatihan keterampilan memanfaatkan alam sekitar yang tersedia				
12	JOB Pertamina-Medco E&P Simenggaris memberikan pelatihan budidaya				
13	JOB Pertamina-Medco E&P Simenggaris menyelenggarakan program pemberdayaan ekonomi masyarakat				
14	JOB Pertamina-Medco E&P Simenggaris mengadakan program pelatihan pengelolaan dan pengembangan BUMDES				
15	JOB Pertamina-Medco E&P Simenggaris mendukung bisnis lokal				
Program Lingkungan					
16	JOB Pertamina-Medco E&P Simenggaris mengadakan program pemeliharaan tanaman mangrove				
17	JOB Pertamina-Medco E&P Simenggaris menjaga kelestarian lingkungan dan keanekaragaman hayati				
18	JOB Pertamina-Medco E&P Simenggaris menyediakan program ketenagalistrikan.				
19	JOB Pertamina-Medco E&P Simenggaris ikut serta dalam pembenahan infrastruktur				
20	JOB Pertamina-Medco E&P Simenggaris memberikan program untuk menjaga kebersihan lingkungan				
Program Lainnya					
21	JOB Pertamina-Medco E&P Simenggaris mendorong keterlibatan masyarakat lokal dalam menjamin keberlanjutan kegiatan program pengembangan masyarakat				

22	JOB Pertamina-Medco E&P Simenggaris berkolaborasi dengan pemerintah dan tokoh masyarakat setempat dalam mengidentifikasi dan mengeksplorasi sumber daya lokal untuk kegiatan pengembangan masyarakat				
23	JOB Pertamina-Medco E&P Simenggaris secara umum telah memberikan program-program yang bermanfaat bagi masyarakat.				
24	JOB Pertamina-Medco E&P Simenggaris turut serta memberikan program secara berkesinambungan				
25	JOB Pertamina-Medco E&P Simenggaris melakukan pemantauan secara berkala terhadap program-program yang telah dilaksanakan.				

C. Perceived Performance (kinerja yang dirasakan)

Petunjuk

Pernyataan-pernyataan berikut ini berkaitan dengan penilaian Anda terhadap program pengembangan masyarakat JOB Pertamina-Medco E&P Simenggaris. Untuk masing-masing pernyataan, Anda dimohon untuk mengungkapkan sejauh mana Anda meyakini bahwa perusahaan JOB Pertamina-Medco E&P Simenggaris memiliki karakteristik sebagaimana yang digambarkan oleh setiap pernyataan.

- STP :Bila anda menyatakan program Sangat Tidak Puas
- TP :Bila anda menyatakan program Tidak Puas
- P :Bila anda menyatakan program Puas
- SP :Bila anda menyatakan program Sangat Puas

No	Pernyataan	Penilaian			
		TP	KP	P	SP
Program Pendidikan					
1	JOB Pertamina-Medco E&P Simenggaris menyediakan peralatan untuk menunjang kegiatan belajar mengajar.				

2	JOB Pertamina-Medco E&P Simenggaris menyediakan program untuk menunjang kegiatan belajar mengajar				
3	JOB Pertamina-Medco E&P Simenggaris memberikan program untuk memotivasi anak-anak di sekolah dasar				
4	JOB Pertamina-Medco E&P Simenggaris memberikan beasiswa kepada mahasiswa berprestasi.				
5	JOB Pertamina-Medco E&P Simenggaris menyediakan program untuk meningkatkan kemampuan bahasa Inggris				
Program Kesehatan					
6	JOB Pertamina-Medco E&P Simenggaris memberikan program untuk meningkatkan praktik hidup bersih dan sehat				
7	JOB Pertamina-Medco E&P Simenggaris meningkatkan pelayanan posyandu				
8	JOB Pertamina-Medco E&P Simenggaris menyediakan fasilitas air bersih				
9	JOB Pertamina-Medco E&P Simenggaris menyediakan fasilitas kesehatan				
10	JOB Pertamina-Medco E&P Simenggaris memberikan Program pencegahan stunting				
Program Ekonomi					
11	JOB Pertamina-Medco E&P Simenggaris memberikan pelatihan keterampilan memanfaatkan alam sekitar yang tersedia				
12	JOB Pertamina-Medco E&P Simenggaris memberikan pelatihan budidaya				
13	JOB Pertamina-Medco E&P Simenggaris menyelenggarakan program pemberdayaan ekonomi masyarakat				

14	JOB Pertamina-Medco E&P Simenggaris mengadakan program pelatihan pengelolaan dan pengembangan BUMDES				
15	JOB Pertamina-Medco E&P Simenggaris mendukung bisnis lokal				
Program Lingkungan					
16	JOB Pertamina-Medco E&P Simenggaris mengadakan program pemeliharaan tanaman mangrove				
17	JOB Pertamina-Medco E&P Simenggaris menjaga kelestarian lingkungan dan keanekaragaman hayati				
18	JOB Pertamina-Medco E&P Simenggaris menyediakan program ketenagalistrikan.				
19	JOB Pertamina-Medco E&P Simenggaris ikut serta dalam pembenahan infrastruktur				
20	JOB Pertamina-Medco E&P Simenggaris memberikan program untuk menjaga kebersihan lingkungan				
Program Lainnya					
21	JOB Pertamina-Medco E&P Simenggaris mendorong keterlibatan masyarakat lokal dalam menjamin keberlanjutan kegiatan program pengembangan masyarakat				
22	JOB Pertamina-Medco E&P Simenggaris berkolaborasi dengan pemerintah dan tokoh masyarakat setempat dalam mengidentifikasi dan mengeksplorasi sumber daya lokal untuk kegiatan pengembangan masyarakat				
23	JOB Pertamina-Medco E&P Simenggaris secara umum telah memberikan program-program yang bermanfaat bagi masyarakat.				

24	JOB Pertamina-Medco E&P Simenggaris turut serta memberikan program secara berkesinambungan				
25	JOB Pertamina-Medco E&P Simenggaris melakukan pemantauan secara berkala terhadap program-program yang telah dilaksanakan.				

3.1 Menurut pendapat bapak/ibu/sdr apakah program pengembangan masyarakat yang dilaksanakan di desa ini secara umum berhasil?

- a. Ya
- b. Tidak
- c. Tidak Tahu

3.2 Menurut bapak/ibu/sdr apakah program pengembangan masyarakat masih perlu dilanjutkan?

- a. Ya
- b. Tidak
- c. Tidak tahu

3.3 Jika ya, Program seperti apa yang perlu ditingkatkan dan dilanjutkan dalam perencanaan kedepan?

- a. Program pendidikan
- b. Program ekonomi
- c. Program kesehatan
- d. Program lingkungan
- e. Program lainnya

3.4 Seandainya ada program baru program apa yang paling dibutuhkan oleh masyarakat
.....

3.5 Selain yang belum disebutkan diatas, tuliskan hal-hal apa saja yang menjadi harapan bapak/ibu/sdr terhadap program pemberdayaan masyarakat nantinya?
.....

		Correlations																											
		Y27	Y28	Y29	Y30	Y31	Y32	Y33	Y34	Y35	Y36	Y37	Y38	Y39	Y40	Y41	Y42	Y43	Y44	Y45	Y46	Y47	Y48	Y49	Y50	Y51	TOTAL_Y		
Y27	Pearson Correlation Sig. (2-tailed) N	1	.643	.621	.640	.510	.467	.513	.304	.263	.606	.612	.489	.287	.381	.400	.419	.440	.514	.647	.583	.453	.495	.614	.576	.498	.646	Valid	
Y28	Pearson Correlation Sig. (2-tailed) N	.643	1	.637	.626	.564	.532	.527	.375	.266	.562	.443	.298	.319	.396	.412	.432	.490	.533	.624	.453	.509	.436	.556	.554	.478	.623	Valid	
Y29	Pearson Correlation Sig. (2-tailed) N	.621	.637	1	.555	.572	.396	.474	.339	.354	.500	.435	.402	.455	.413	.286	.342	.300	.484	.455	.487	.245	.455	.469	.492	.329	.558	Valid	
Y30	Pearson Correlation Sig. (2-tailed) N	.640	.626	.555	1	.521	.538	.489	.288	.206	.483	.530	.296	.199	.366	.387	.388	.434	.496	.569	.542	.498	.425	.520	.560	.520	.587	Valid	
Y31	Pearson Correlation Sig. (2-tailed) N	.510	.564	.572	.521	1	.504	.432	.409	.340	.557	.595	.426	.434	.594	.402	.469	.464	.433	.522	.590	.538	.462	.407	.499	.562	.686	Valid	
Y32	Pearson Correlation Sig. (2-tailed) N	.467	.532	.396	.538	.504	1	.603	.292	.345	.700	.595	.492	.289	.431	.515	.480	.454	.524	.501	.456	.442	.413	.428	.498	.387	.665	Valid	
Y33	Pearson Correlation Sig. (2-tailed) N	.513	.527	.474	.489	.432	.603	1	.378	.504	.759	.586	.446	.448	.343	.552	.601	.571	.447	.639	.454	.395	.417	.529	.610	.465	.741	Valid	
Y34	Pearson Correlation Sig. (2-tailed) N	.304	.375	.339	.288	.409	.282	.378	1	.523	.445	.495	.345	.605	.465	.503	.402	.571	.225	.447	.320	.523	.388	.381	.378	.447	.631	Valid	
Y35	Pearson Correlation Sig. (2-tailed) N	.263	.268	.354	.206	.340	.345	.504	.523	1	.567	.366	.396	.630	.483	.430	.520	.539	.318	.363	.226	.354	.321	.244	.341	.296	.628	Valid	
Y36	Pearson Correlation Sig. (2-tailed) N	.606	.552	.500	.483	.557	.700	.759	.445	.567	1	.732	.580	.454	.462	.605	.659	.585	.498	.605	.499	.505	.433	.518	.546	.518	.802	Valid	
Y37	Pearson Correlation Sig. (2-tailed) N	.612	.443	.435	.530	.595	.586	.406	.366	.732	.732	1	.612	.475	.606	.639	.519	.476	.392	.674	.614	.580	.466	.557	.583	.557	.778	Valid	
Y38	Pearson Correlation Sig. (2-tailed) N	.489	.298	.402	.296	.426	.492	.446	.348	.396	.580	.612	1	.614	.640	.662	.604	.519	.310	.523	.468	.478	.573	.555	.539	.520	.745	Valid	
Y39	Pearson Correlation Sig. (2-tailed) N	.287	.319	.456	.199	.434	.289	.448	.605	.630	.454	.475	.614	1	.606	.607	.420	.529	.177	.563	.280	.451	.353	.312	.401	.342	.677	Valid	
Y40	Pearson Correlation Sig. (2-tailed) N	.381	.395	.413	.365	.594	.431	.343	.465	.463	.462	.606	.640	.606	1	.592	.522	.489	.447	.470	.579	.657	.648	.536	.536	.575	.797	Valid	
Y41	Pearson Correlation Sig. (2-tailed) N	.400	.412	.286	.387	.402	.515	.552	.503	.430	.605	.639	.662	.607	.592	1	.593	.606	.385	.607	.414	.642	.523	.540	.632	.465	.799	Valid	
Y42	Pearson Correlation Sig. (2-tailed) N	.419	.432	.342	.388	.469	.480	.601	.402	.520	.659	.519	.604	.420	.522	.593	1	.778	.510	.513	.465	.524	.589	.526	.627	.526	.780	Valid	
Y43	Pearson Correlation Sig. (2-tailed) N	.440	.490	.300	.434	.464	.454	.571	.571	.539	.585	.476	.519	.529	.489	.606	.778	1	.361	.653	.448	.633	.516	.479	.628	.479	.779	Valid	
Y44	Pearson Correlation Sig. (2-tailed) N	.510	.533	.484	.496	.433	.524	.447	.225	.318	.498	.392	.310	.177	.447	.385	.510	.381	1	.361	.478	.376	.525	.537	.604	.499	.604	Valid	
Y45	Pearson Correlation Sig. (2-tailed) N	.647	.624	.455	.569	.522	.501	.639	.447	.363	.605	.674	.523	.563	.470	.607	.513	.653	.361	1	.416	.542	.399	.509	.643	.509	.750	Valid	
Y46	Pearson Correlation Sig. (2-tailed) N	.583	.453	.487	.542	.590	.456	.454	.320	.226	.499	.614	.468	.380	.579	.414	.465	.448	.478	.416	1	.535	.613	.616	.543	.577	.671	Valid	
Y47	Pearson Correlation Sig. (2-tailed) N	.453	.509	.345	.498	.538	.442	.385	.523	.354	.505	.580	.478	.451	.657	.642	.524	.633	.376	.542	.535	1	.750	.624	.639	.664	.764	Valid	
Y48	Pearson Correlation Sig. (2-tailed) N	.495	.436	.455	.425	.462	.413	.417	.386	.321	.433	.466	.573	.353	.648	.523	.589	.516	.525	.399	.613	.350	1	.776	.750	.699	.350	Valid	
Y49	Pearson Correlation Sig. (2-tailed) N	.614	.556	.469	.520	.407	.438	.529	.381	.244	.518	.557	.555	.312	.536	.540	.528	.479	.537	.599	.616	.624	.776	1	.798	.759	.747	Valid	
Y50	Pearson Correlation Sig. (2-tailed) N	.576	.554	.492	.560	.499	.498	.610	.378	.341	.546	.583	.539	.401	.536	.632	.627	.628	.604	.643	.543	.639	.750	.708	1	.666	.802	Valid	
Y51	Pearson Correlation Sig. (2-tailed) N	.498	.478	.329	.520	.562	.387	.465	.447	.296	.518	.557	.520	.342	.575	.465	.526	.479	.499	.509	.577	.664	.699	.799	.668	1	.737	Valid	
TOTAL_Y	Pearson Correlation Sig. (2-tailed) N	.646	.623	.558	.587	.656	.665	.741	.631	.628	.802	.778	.745	.677	.757	.789	.780	.779	.604	.750	.671	.764	.750	.747	.802	.737	1		

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics	
Cronbach's Alpha	.953
N of Items	29

HOQ Arrangement

No	Attribute	Attribute program	f Satisfaction	f Expectatio	Gap
1	P2	JOB P-MEPS provides program to support teaching and learning activities.	2.78	3.39	-0.61
2	P4	JOB P-MEPS provides scholarships to outstanding students.	2.8	3.42	-0.619
3	P6	JOB P-MEPS provides program to improve clean and healthy living practices	2.67	3.31	-0.637
4	P7	JOB P-MEPS improving posyandu services	2.66	3.29	-0.635
5	P10	JOB P-MEPS held program to prevent stunting.	2.65	3.28	-0.626
6	P12	JOB P-MEPS held a program to improve the economi growth	2.62	3.26	-0.639
7	P14	JOB P-MEPS held a BUMDES management and development training program.	2.61	3.22	-0.617
8	P15	JOB P-MEPS support local business	2.61	3.26	-0.641
9	P19	JOB P-MEPS participates in improving infrastructure	2.6	3.24	-0.638
10	P20	JOB P-MEPS provides program to maintain environmental cleanliness	2.63	3.28	-0.651
11	P22	JOB P-MEPS collaborates with the government and local community leaders in identifying and exploring local resources for community development activities.	2.76	3.38	-0.623
12	P24	JOB P-MEPS Participate in providing program on an ongoing basis	2.8	3.41	-0.609
13	P25	JOB P-MEPS carries out regular monitoring of the programs that have been implemented.	2.75	3.38	-0.633

	Program to supply reading books in school library	Scholarship program for outstanding students	Socialization of healthy living and how to prevent infec	supplying posyandu equipment	Supplementary food program	Agricultural business development program	Supplying boat equipment and engine	Construction of public facilities and electricity installate	Workshop program maintaining cleanliness and supply
Company provides program to support teaching and learning activities.	9								
Company provides scholarships to outstanding students.		9							
Company provides program to improve clean and healthy living practices			9						
Company improving posyandu services				9					
Company held program to prevent stunting.					9				
Company held a program to improve the economi growth						9	9		
Company held a BUMDES management and development training						9			
Company support local business						3	9		
Company participates in improving infrastructure								9	
Company provides program to maintain environmental cleanliness			1						9
Company collaborates with the government and local community leaders in identifying and exploring local resources for community development									3
Company Participate in providing program on an ongoing basis	3	9							
Company carries out regular monitoring of the programs that have been			3			9			9

Customer Needs	Improvement Ratio
1	1.753
2	1.740
3	1.824
4	1.833
5	1.838
6	1.863
7	1.870
8	1.864
9	1.873
10	1.854
11	1.765
12	1.737
13	1.771

Attribute program	Sales point
1	1.2
2	1.2
3	1.2
4	1.2
5	1.2
6	1
7	1
8	1
9	1.2
10	1
11	1.2
12	1.2
13	1

attribute	RW	NRW	%NRW
1	7.130	0.081	8%
2	7.140	0.081	8%
3	7.242	0.083	8%
4	7.244	0.083	8%
5	7.228	0.082	8%
6	6.064	0.069	7%
7	6.026	0.069	7%
8	6.067	0.069	7%
9	7.281	0.083	8%
10	6.079	0.069	7%
11	7.166	0.082	8%
12	7.118	0.081	8%
13	5.994	0.068	7%
Total	87.78	1	100%

no	c	nc	nc%	priority
1	0.974	0.093	9%	6
2	1.462	0.139	14%	3
3	1.030	0.098	10%	5
4	0.743	0.071	7%	7
5	0.741	0.071	7%	7
6	2.062	0.197	20%	1
7	1.244	0.119	12%	4
8	0.747	0.071	7%	7
9	1.483	0.141	14%	2
Total	10.485	1.000	100%	