



The Relationship between Characteristics, Attitudes and Community Participation on CSR Program Performance

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Abstract

Corporate Social Responsibility (CSR) is a company's commitment to behaving ethically and contributing to sustainable development. CSR is implemented through collaboration with company stakeholders to improve people's lives. CSR prioritizes balancing the company's financial, social and environmental aspects. This research aims to determine the relationship between attitudes, participation and community characteristics on the performance of the CSR program by PT Pertamina Patra Niaga Fuel Terminal Samarinda. This study uses a quantitative approach. The total number of respondents who will be included in this research is 90 people who are members of the community who participate in the Bank Ramli CSR program by PT Pertamina Patra Niaga Fuel Terminal Samarinda. The Spearman Rank correlation test will be used to measure the relationship between variables such as characteristics, attitudes and community participation on CSR program performance. This research found that community characteristics such as community income and level of knowledge have a significant correlation with CSR program performance, while other characteristics such as gender, age, education, number of family dependents, and employment do not have a significant influence on CSR program performance. Community attitudes in the affective aspect have a significant positive correlation with the company's responsibility towards society. Apart from that, community participation in the aspect of enjoying the program also has a very significant correlation to company profits and the company's responsibility towards the community.

Introduction

Corporate Social Responsibility (CSR) according to the World Bank is a company's commitment to ethical behavior and a form of company contribution to sustainable development. CSR is implemented through collaboration with company stakeholders to improve people's lives in a moral way for the benefit of business, sustainable development plans and community life (Agustina, 2012). However, sometimes obstacles arise that often occur with CSR programs, namely obstacles from the community, it is not uncommon for there to be reluctance from the community to be directly involved in a CSR activity program.

People's attitudes cannot be easily seen in full if the people are not open (Celyne et al., 2020). Furthermore, this attitude is related to community participation. Participation reflects support for program implementation, including program sustainability without the need for CSR support. Because quite a few CSR programs are just an obligation and not in accordance with community needs. This could be due to the lack of community involvement in the preparation process. So that when its implementation was not fully supported by the community because it

was felt that it was not in accordance with needs (Nurbaiti and Bambang, 2017). Community attitudes and participation are variables that can explain the success of CSR programs. However, one of the main sources of community attitudes and participation is the characteristics of the community.

Community characteristics are the identity of a group of individuals who together have an impact on something (Waluya, 2007). Community characteristics have a strong influence on the success of Corporate Social Responsibility (CSR) programs. Factors such as the level of education, culture and socio-economic conditions of the community can influence the types of programs that are relevant and well received (Nurjanah & Nurnisya, 2019).

Previous research regarding the importance of community attitudes towards CSR programs, one of which was researched by Dannies (2013), showed that community members had a positive attitude towards the existence of CSR programs. Positive community attitudes are an indicator of the company's success in carrying out CSR programs by Pelindo III. The results are quite different from research conducted by Nugraheni and Widyaningrum (2019), there are attitudes and participation that occur incompletely due to a lack of knowledge and awareness of all CSR programs. As a result, it affected the level of success of the CSR program currently being carried out by PLN. This difference in results shows that community attitudes and participation do have variations that have an impact on program performance.

This study regarding the characteristics, attitudes and participation of the community in the CSR program was carried out at PT Pertamina Patra Niaga Fuel Terminal Samarinda, which is a state-owned company that operates in the field of oil management with very rapid development (Pertamina Patra Niaga, 2022). PT Pertamina Patra Niaga Fuel Terminal Samarinda has been known to be involved in the CSR program and was awarded a GREEN PROPER Certificate from the Governor of East Kalimantan (Prabawati, 2022). As one of them is the Environmentally Friendly Bank (Ramli) PT. Pertamina Niaga Patra was formed in 2020 and has the aim of tackling the cleanliness of the area around the company by implementing community-based waste processing (Soleha et al., 2023).

Bank Ramli Pertamina is different from other Bank Ramli, namely community-based waste processing which creates sustainability and even received the 2023 B-Universe CSR Awards held by B-Universe media which made it one of 19 companies receiving awards because of the consistency of the Bank Ramli program. has been implemented (Kaltimpos, 2023). Bank Ramli Pertamina Fuel Terminal Samarinda was implemented in Teluk Lerong Ulu Village based on a community-based waste processing system. This Partnership and Community Development Program activity is carried out because this area is a place where the process of distributing fuel oil (BBM) passes through which may contain rubbish or waste from these activities so it needs to be managed and handled well so as not to cause harm to the community (Kaltim Today, 2020).

The majority of residents who live around the company location are housewives, as well as street vendors who also produce waste every day. Based on these conditions, PT Pertamina Patra Niaga Fuel Terminal Samarinda took the initiative to resolve potential problems faced by the community by carrying out an environmental conservation program, namely an Environmentally Friendly Bank, by starting it with the community in areas very close to the company's operational areas (Soleha et al., 2023).

Based on the results of initial observations, it is known that the characteristics of the surrounding community can give rise to various attitudes and levels of participation. However, CSR programs carried out by companies for the community do not always have a positive effect on the company. Previous research reported that some people actually had negative

opinions about companies (Lisani 2022). In this way, there can be differences in attitudes between residents which can influence the level of community participation in implementing the company's CSR program. The novelty brought about in this research is that it wants to look at the overall characteristics, attitudes and participation towards CSR programs, because previous research has only examined the relationship between variables one by one without assessing them as a whole. Based on these considerations, this research aims to determine the relationship between characteristics, attitudes and community participation on program performance.

Basic Theoretical Framework

Legitimacy Theory

Legitimacy theory highlights the importance of organizations being recognized as conforming to the values and norms of the surrounding society. There is a kind of "social contract" between organizations and society. Organizations must comply with the rules and expectations of society in order to be recognized and accepted by them. This could be a legal rule or an unwritten expectation of the community. By adhering to this, organizations maintain community support and their survival (Fernando & Lawrence, 2014). The theory of legitimacy was first presented by Dowling & Pfeffer (1975) who said that legitimacy is a benefit and source that has great potential for companies to survive. Legitimacy theory comes from the idea of a social agreement that occurs between a company and society. The survival of both companies and the growth of the company depend on its ability to convey the company's goals and to convey good benefits, especially in the economic, social or political fields, to the community where it obtains its power (Shocker & Sethi, 1973).

Corporate social responsibility

CSR or Corporate Social Responsibility is a company's responsibility for the impact of its business activities on the surrounding environment, especially the welfare of society. This includes the company's efforts to ensure that its business activities not only generate financial profits, but also provide social, economic and environmental benefits for society for long-term sustainability (Yenti, 2013). CSR programs are regulated in various laws and regulations such as Law no. 25 of 2007 concerning Capital Investment, Law no. 40 of 2007 concerning Limited Liability Companies, Law no. 19 of 2003 concerning BUMN, Minerba Law.

A CSR program involves a series of stages starting with planning, including building awareness, evaluating the company's condition, and developing CSR guidelines. The implementation phase involves organizing resources and evaluating achievements. Continuous monitoring and evaluation is important to measure effectiveness and make improvements. Finally, the reporting stage is needed to build a strong information system as a basis for company decision making. This is all the company's commitment to improving community welfare through responsible business practices and contributions to the surrounding environment (Kurniawan et al., 2015). CSR aims to address poverty, ensure food security, health, education, gender equality, water access, economic growth through the creation of decent jobs, and reduce disparities in society (Nurani, 2019).

Community Attitudes

Attitude is an evaluation of an individual's feelings towards an object, which can be in the form of support or non-support. Attitudes are related to behavior that is within reasonable limits and is a response to social environmental stimuli. This is an evaluative response, where the reaction to a stimulus is based on the individual's internal evaluation process which results in judgments regarding the value of good or bad, positive or negative, as well as pleasant or unpleasant

(Dannies, 2017). Factors that influence attitude formation, according to Dannies (2017), include personal experience, culture, the influence of important people, mass media, educational/religious institutions, and individual emotional factors. Attitude itself has three dimensions, according to Middlebrook (in Sari, 2013), the cognitive component which is related to knowledge and views towards an object, the affective component which describes feelings of pleasure or displeasure towards the object, and the conative component which shows the tendency to act towards the attitude object, reflects how much an individual tends to behave in accordance with their attitudes.

Society participation

Participation, according to Rosyida & Nasdian (2011), is defined as an active process taken by the community and guided by how each human thinks in using tools and processes over which they can control themselves effectively. Participation can be divided into two categories, namely first, involving citizens in actions planned and controlled by others; second, it is a process of empowerment to overcome one's own problems. Sutrisno (1955) divided participation into two forms, namely first, as community support for previously designed development plans; second, involving cooperation between planners and the community in the implementation and development of development.

According to Uphof & Cohen (1979), community participation activities go through several stages, namely first, the decision-making stage where the community is involved in assessing and selecting options that suit their needs; second, the implementation stage, which is the core of development and involves contributions of thought and action from the community; third, evaluation stage, which provides feedback for further program improvements; fourth, the stage of enjoying the results, which is an indicator of the success of community participation in project planning and implementation. Forms of participation, as stated by Hajar (2018), include being a member of a community group, being involved in group discussions, participating in organizational activities, mobilizing human resources, playing a role in decision making, and utilizing the results of community activities.

Community Characteristics

Characteristics refer to the traits that differentiate one person from another, including energy, talent, creativity and effort (Peoni, 2014). Robbins (2012) sees it as a way of viewing and interpreting certain objects. Rahman (2013) states that these characteristics include motivation, initiative, resilience in completing tasks, and adaptation to the environment. In general, individual characteristics reflect differences in views, goals, needs and abilities that have an impact on individual satisfaction and performance in the work environment.

Methods

This research uses a quantitative approach to understand the characteristics, attitudes and participation of the community towards the performance of Bank Ramli PT's Corporate Social Responsibility (CSR) Program. Pertamina Patra Niaga Fuel Terminal Samarinda. Data collection techniques are carried out through observation, questionnaires, library research and documentation. Direct observation involves visits to locations such as Fuel Terminal Samarinda, Bank Ramli Ceseri, and Bank Ramli Perseka, while indirect observation involves interaction with relevant sources. Primary data was collected using questionnaires distributed to beneficiaries, such as vulnerable community groups, housewives and non-productive groups involved in CSR programs. Secondary data was obtained through library research by referring to relevant documents related to the company and its CSR activities. Data analysis techniques were carried out through respondent characterization, testing the validity and reliability of the questionnaire, as well as testing the Spearman Rank correlation to evaluate the relationship

between variables. Individual characteristics such as gender, age, education level, number of family members, income, type of work, and level of knowledge of CSR programs are also analyzed in detail. Testing the validity and reliability of the questionnaire is also carried out to help ensure that the questions in the questionnaire are reliable and validly applied. Spearman Rank correlation testing is used to determine the level of relationship between variables and the extent to which community participation can be influenced by internal and external factors.

Results and Discussion

Community Characteristics

Community characteristics (Table 1) are described through several characteristics such as gender, age, education level, number of family members, occupation, income and level of program knowledge. Through these variables, a comprehensive picture of the structure and characteristics of society can be formed, highlighting the diversity and distribution of characteristics that influence the dynamics and patterns of life in a population. In terms of gender, the majority of respondents were women, reaching 67%, while only 33% were men. In the age category, most respondents were in the 26–45-year age range with a percentage of 58%, followed by the >45-year group at 27%, while those under 26 years old were only 16%. In terms of education level, the majority of respondents had a high school educational background or higher, reaching 40%, while respondents with elementary and junior high school education were only 33% and 27% respectively.

Characteristics of the number of family members, the majority of respondents have family members between 4-7 people (38%) and less than 4 people (40%), while the group with family members of more than 7 people is only 22%. In terms of work, the majority of respondents are entrepreneurs (48%), followed by housewives (37%) and government employees (16%). When looking at income, most respondents had an income of more than 2,400,000, with a percentage reaching 62%, while respondents with an income of under 1,200,000 were only 24%. Finally, in terms of program knowledge level, the majority of respondents had a very high level of knowledge, reaching 79%, followed by a medium level of knowledge at 14%, and only a small portion had very low knowledge at 7%.

Table 1. Characteristics of the Lerong Ulu Bay community

Characteristics	n	Percentage
Gender		
Male	30	33%
Woman	60	67%
Age		
<26	14	16%
26-45	52	58%
>45	24	27%
Education Level		
Elemntarry School	30	33%
Junior School	24	27%
High School Graduate - Higher	36	40%
Number of Family Members		
<4 People	36	40%
4-7 People	34	38%
>7 People	20	22%
Work		

Housewives	33	37%
Entrepreneur	43	48%
Government Employees	14	16%
Income		
<1200000	22	24%
1200000-2400000	12	13%
>2400000	56	62%
Level of Knowledge of the Program		
Very Low	6	7%
Keep	13	14%
Very High	71	79%

Community Attitude

The attitudes of the people in Teluk Lerong Ulu towards the Corporate Social Responsibility (CSR) Program (Table 2) can be observed that their attitudes are divided into three main dimensions: cognitive, affective and conative. The cognitive dimension, with a percentage of 29.44%, shows the level of public knowledge and understanding of the CSR program. Meanwhile, the affective dimension, which reached 34.09%, shows the level of positive or negative feelings or emotions related to the program. On the other hand, the conative dimension, which has the highest percentage of 36.47%, indicates the community's intention or desire to participate or take concrete action related to CSR programs. Overall, the people of Teluk Lerong Ulu show a moderate level of understanding, quite strong positive sentiment, and a high level of intention to be actively involved in the CSR program.

Table 2. Attitudes of the Lerong Ulu Bay Community towards the CSR Program

Community Attitude	Percentage Level (%)
Cognitive	29,44
Affective	34,09
Conative	36,47

Community Participation Rate

The table presented (Table 3) describes the categories of community participation levels in the CSR program run by Bank Ramli. In this analysis, four category groups were found that reflect the level of community contribution. In detail, there is a "Very Low" category which shows that 5.77% of the total participation came from this group. In addition, the "Low" category also plays an important role with a contribution of 6.23%. On the other hand, there is a "High" group which has a significant contribution of 30.96% of total community participation. Furthermore, it can be seen that the "Very High" category has the largest contribution, namely 57.03% of the total community participation in Bank Ramli's CSR program.

Table 3. Level of Participation of the Lerong Ulu Bay Community in the CSR Program

Class Categories	Participation Rate (%)
Very Low	5,77
Low	6,23
Tall	30,96
Very High	57,03

CSR Program Performance

The performance of Bank Ramli's CSR program is described in three aspects of performance, namely profit, responsibility to society and responsibility to the environment (Table 3). From this table, it can be seen that environmental responsibility has the highest percentage of 36.36%, indicating a significant focus on initiatives and efforts towards environmental aspects in the CSR program. Meanwhile, profits and responsibility to society have the same level, namely 31.82%, reflecting a balanced commitment to supporting society and achieving profits in the context of CSR.

Table 4. Bank Ramli program performance

Performance Variables	Percentage Level (%)
Advantage	31,82
Responsibility to Society	31,82
Environmental Responsibility	36,36

The Relationship of Community Characteristics to CSR Program Performance

There are several significant findings regarding the relationship between community characteristics and CSR program performance. The community income level variable is directly proportional to all CSR program performance variables significantly. Apart from that, it was also found that the variable level of community program knowledge also had a significant, directly proportional relationship to all CSR program performance. This is a finding in this research which highlights that income and level of knowledge have an influence on CSR program performance. However, the variables gender, age, community education level, number of family members, and type of community employment did not show a statistically significant relationship with the benefits of CSR program performance, community responsibility, or environmental responsibility in CSR programs.

Table 5. Relationship between community characteristics and CSR program performance

Korelasi	Advantage	Responsibility to Society	Environmental Responsibility
Gender	-0,189	-0,066	-0,027
Age	-0,198	-0,131	-0,09
Education Level	0,000	-0,106	-0,055
Number of Family Members	0,069	-0,035	-0,037
Work	0,06	-0,079	-0,155
Income	0,696**	0,436**	0,262*
Level of Knowledge of the Program	0,705**	0,968**	0,587**

Significant correlation values are marked with ** for a significance level of 0.01 and * for a significance level of 0.05.

Analysis of respondents' characteristics regarding the performance of Bank Ramli's CSR program shows that several characteristics have a significant directly proportional relationship. Gender, age, education level, number of family dependents and employment are characteristics that do not have a significant relationship to the performance of Bank Ramli's CSR program. However, the important findings lie in people's income and level of knowledge. Income level has a directly proportional relationship to all aspects of CSR program performance. This means that the higher the level of people's income, the better the CSR program performance will be. This is thought to be because people with good finances have a tendency to carry out good

waste management and are able to sort waste independently. So in terms of performance at Bank Ramli, people with such conditions are considered good because it makes the waste recycling process easier at Bank Ramli. Furthermore, the level of public knowledge also has a directly proportional relationship to all aspects of CSR program performance. This shows that the higher the level of public knowledge, the better the CSR program performance will be. This is thought to be because high levels of knowledge about the program are able to make people aware of waste management and care about the programs that have been created. Deeper knowledge of the objectives and implementation of CSR programs encourages more active participation and greater social responsibility. These findings provide an important perspective for companies and CSR program organizers to utilize these factors to improve performance and the positive impact of CSR programs. According to Raharjo et al., (2019) individual characteristic factors can influence group activities, individual mobility and financial capabilities. According to Asmoro et al., (2023), in general, with a high level of education, productivity will also be high because they think rationally and make decisions, compared to a low level of education, it will be difficult to adopt new innovations and will be relatively indecisive in making decisions. The findings in this research found that only a few characteristics significantly influence the performance of CSR programs. However, directly correlated factors contribute greatly to the success of CSR programs.

The Relationship between Attitudes and Community Participation in CSR Programs

Community affective attitudes have a directly proportional relationship to all company performance variables but are significant to profit performance and community responsibility. Meanwhile, the cognitive and conative dimensions show a directly proportional relationship to all CSR program performance variables but do not have significant significance.

Table 1. The relationship of public attitudes towards CSR program performance

	Advantage	Community Responsibility	Environmental Responsibility
Cognitive	0,067	0,056	0,111
Affective	0,205*	0,264*	0,174
Konatif	0,112	0,092	0,026

Significant correlation values are marked with ** for a significance level of 0.01 and * for a significance level of 0.05

Community attitudes towards the Bank Ramli CSR program by PT Pertamina Niaga Fuel Terminal Samarinda were evaluated through affective, conative and cognitive aspects. This research found that people's affective attitudes, related to emotions, attitudes and interests, have a significantly direct and directly proportional relationship with the company's profits and responsibility towards society. This indicates that the higher the level of community affection, the greater the company's role in contributing to society. However, the aspects of profit and environmental responsibility have a directly proportional relationship with an insignificant effect. This means that the increasing public interest cannot provide benefits to the program while increasing the company's role in being responsible for the environment. The basic aim of the CSR program is to become an agent capable of providing welfare for society (Buendía-Martínez & Carrasco Monteagudo, 2020). This is different from cognitive and conative attitudes which do not show a significant relationship with the three aspects of CSR program performance.

The legitimacy theory by Dowling & Pfeffer (1975) highlights the importance of community support for company survival. The finding that the community's affective attitude towards Bank Ramli's CSR program is related to corporate responsibility reflects the company's efforts

to maintain their legitimacy in the eyes of the public. However, this relationship does not always apply to all aspects of CSR programs, indicating the need for PT. Pertamina Patra Niaga Fuel Terminal Samarinda understands more deeply the relationship between community attitudes and various aspects of CSR programs to maintain company legitimacy. Community participation in the "Enjoying" aspect has a directly proportional relationship to the three CSR program performance variables, but what is significantly and positively related is to profits and responsibility to the community. While other participation such as planning, implementing and evaluating shows a directly proportional relationship to the three CSR program performance variables, one thing is that there is an inversely proportional relationship between "Implementing" and responsibility for the environment.

Table 2. The relationship of community participation to CSR program performance

	Advantage	Community Responsibility	Environmental Responsibility
Plan	0,077	0,06	0,063
Implement	0,079	0,084	-0,009
Enjoy	0,288**	0,242*	0,146
Evaluation	0,188	0,199	0,145

Significant correlation values are marked with ** for a significance level of 0.01 and * for a significance level of 0.05

The level of community participation in Bank Ramli's CSR program shows a varied percentage distribution, including "Very Low" and "Low" categories, which may be caused by low public awareness of the CSR program or lack of information about the benefits of participation in the program. A deeper discussion of community participation highlights aspects of planning, implementation, evaluation and program benefits, in line with Arnstein's (1969) theory regarding the level of participation in decision making.

The findings in this research are that community participation in enjoying the results of Bank Ramli Program activities has a directly proportional relationship with Company Profits, Community Responsibility and Environmental Responsibility. This shows that the higher the level of community participation in enjoying the results of activities, the greater the company will gain profits and be responsible for society and the environment. The findings in this research are that the influence provided by community participation in enjoying Bank Ramli's CSR program has a significant influence on responsibility towards the community and is very significant on company profits. So this can be a big consideration when companies determine their next program by adding this aspect to the consideration variables

According to Raharjo et al., (2019) active community participation has a very important role in implementing CSR programs, because involving them in every stage of the program can increase their sense of ownership, responsibility and contribution to achieving the goals and success of the program. With high participation, the community will feel a greater positive impact from the CSR program and can provide valuable input for the company in directing the program. Therefore, efforts to encourage community participation must be the main focus in planning and implementing CSR programs (Suciadi et al., 2015).

The findings in this research are that the community participates in planning programs which is also in line with the theory presented by Hajar (2018) where community participation takes the form of involving themselves in group discussions, taking part in making planning decisions, utilizing the results achieved in a community activity. . According to Rosyida et al., (2011) community involvement as the main stakeholder ensures that the CSR programs

provided are relevant to the needs and expectations of the community, as well as strengthening the social impacts produced by CSR programs. With active community participation, CSR programs can achieve goals that are more effective, sustainable and have a positive impact on the communities they serve.

Conclusion

Community characteristics such as income level and knowledge have a significant positive relationship with CSR program performance, especially in the aspects of company profits and responsibility to society. People's affective attitudes are also positively related to the company's responsibility towards society. In addition, participation in enjoying CSR programs shows a very significant direct relationship with company profits and responsibility towards society, as well as a significant influence on responsibility towards the environment.

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