

Implementasi corporate social responsibility (CSR) dan budaya organisasi pada PDAM Tirta Pakuan Bogor pengaruhnya terhadap kepuasan masyarakat kota Bogor = The Implementation of corporate social responsibility (CSR) and cultural organization in PDAM Tirta Pakuan Bogor and the influence of community satisfaction in Bogor

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Abstrak

Pada hakekatnya setiap orang, kelompok dan organisasi mempunyai tanggung jawab social (social responsibility) pada lingkungannya. Tanggung jawab sosial seseorang atau organisasi adalah etika dan kemampuan berbuat baik pada lingkungan sosial hidup berdasarkan aturan, nilai dan kebutuhan masyarakat. Sementara dalam konteks perusahaan, tanggung jawab sosial itu disebut tanggung jawab sosial perusahaan (Corporate Social Responsibility). Secara etik, perusahaan tidak hanya mempunyai kewajiban-kewajiban ekonomis dan legal kepada pesaham atau shareholders, tetapi juga kewajiban terhadap pihak-pihak lain secara sosial termasuk masyarakat disekitarnya.

Adapun tujuan penelitian ini adalah : untuk mengetahui pengaruh program Corporate Social Responsibility (CSR) dan budaya organisasi secara parsial terhadap kepuasan masyarakat Kota Bogor dan untuk mengetahui pengaruh program Corporate Social Responsibility (CSR) dan budaya organisasi secara simultan terhadap kepuasan masyarakat Kota Bogor.

Kesimpulan dari hasil penelitian bahwan Corporate Social Responsibility (CSR) dan budaya organisasi mempunyai pengaruh positif sangat signifikan terhadap kepuasan masyarakat sekitar PDAM Tirta Pakuan Kota Bogor.

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In the naturally each of the person, group and organization have social responsibility in the environment. Social responsibility of each person or organization is the ethics and the ability to do good effort of the social environment based on the rules, values and needs. In the context of company, corporate social responsibility is called corporate social responsibility (Corporate Social Responsibility). By the ethics, companies is not only have economics obligations and legal for company or shareholders, but also responsibility to others stakeholders, including the surrounding community.

The objectives of this study are: to determine the influence of Corporate Social Responsibility's program and organizational culture which is partially upon the community satisfaction in Bogor and to determine the influence of its Corporate Social Responsibility (CSR) and organizational culture which is simultaneously in line with community satisfaction Bogor.

The conclusions of the result of the research which is conducted has improved that Corporate Social Responsibility (CSR) and organizational culture has a positive influence significantly with people's satisfaction in PDAM Tirta Pakuan Bogor.