

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON EMPLOYEE PUBLIC AND WORK ENVIRONMENT ON JOB SATISFACTION AT TRANS INDO PRINCIPAL (TIU) RANTAUPRAPAT

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Abstract

The purpose of this research is to determine the effect of corporate social responsibility (X 1) on job satisfaction (Y) at PT. Trans Indo Utama (TIU) Rantauprapat. To determine the effect of corporate social responsibility to society (X 2) on job satisfaction (Y) at PT. Trans Indo Utama (TIU) Rantauprapat. To determine the effect of corporate social responsibility on the work environment (X 3) on job satisfaction (Y) PT. Trans Indo Utama (TIU) Rantauprapat. Corporate social responsibility is an aspect that must be considered in increasing job satisfaction. The corporate social responsibility that is the focus of the research is related to employees, society and the work environment. Meanwhile, job satisfaction will lead to performance and increased work effectiveness, which is oriented towards a company's profits. The sample in this research was 139 employees of PT. Trans Indo Utama (TIU) Rantauprapat. The data analysis techniques used in this research are descriptive analysis and multiple linear regression analysis. The results of this study explain that the influence of corporate social responsibility on employees (X 1), society (X 2), and work environment (X 3) positive and significant effect on satisfaction Work (Y). Overall job satisfaction will make the company's development faster.

Keywords : *Corporate social responsibility, employees, society, work environment, job satisfaction*

1. INTRODUCTION

The government has expressly issued regulations and statements that protect social interests, especially for the establishment or development of new companies. One of these regulations, as stated in Law no. 32 of 2009 concerning Protection and Management of the Living Working Environment, Article 22 paragraph (1) Every business and/or activity that has a significant impact on the living working environment is required to have an Amdal. Based on these regulations, it can be said that every company is obliged to have responsibility take full responsibility for the social work environment. Employee reduction is one of the social phenomena that occurs in the PT company. Trans Indo Utama (TIU) Rantauprapat, this phenomenon occurs when employees are deemed not to be providing maximum performance to the company, with no increase in sales made by an employee. Thus, companies only think about orientation company profits, so that with the emergence of corporate social responsibility, employee performance has increased and developed maximum performance. Meanwhile, if we look at the phenomenon of corporate social responsibility towards the work environment, comfort in working and the cleanliness and beauty of the environment around the company are things that companies must really pay attention to if the company wants to get a good image in terms of the progress of a company . Company PT . Trans Indo Utama (TIU) Rantauprapat often Sometimes forgetting the cleanliness of the work environment or in other words ignoring the cleanliness of the work environment, even though cleanliness is carried out every day, it seems to only ignore the beautiful aspects of the work environment. In the aspect of corporate social responsibility to the community, the company only seems to provide Corporate Social Responsibility funds as a routine company assistance to the surrounding community without being directly involved and the existence or benefits of the company are not felt directly by the community. So in this aspect, with the

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existence of Corporate Social Responsibility funds, you must involve yourself in the community as a form of implementation (enforcement) of corporate social responsibility by being directly involved if there are positive activities in the community. This research, which is oriented towards employee job satisfaction, is an interrelationship between employees , society and the work environment . A social phenomenon that occurred at PT. Trans Indo Utama (TIU) Rantauprapat makes all variables connected to each other. Previous research conducted by Cheah & Lim (2023) showed that internal CSR (i.e., CSR to employees) can significantly encourage a sense of belonging and greater job satisfaction. Surprisingly, however, external CSR (i.e., CSR to society) had a negative impact on job fulfillment in the medical device industry during the pandemic. However, the findings also show that sustainable CSR activities in the community can build organizational identification and subsequently increase job satisfaction. On the other hand, CSR towards the work environment statistically has no effect on job satisfaction, either directly or indirectly. The mediating effect of organizational identification is not related to employee age. This study provides a practical framework for effective CSR strategies amidst the pandemic that can help organizations align themselves with corporate social responsibility , improve their reputation, and contribute to society. Therefore, if the implementation of corporate social responsibility in a company is carried out seriously, it will make it easier for a company to carry out its vision and mission. Then, through social responsibility, it will create a positive image of a company among the wider community.

2. RESEARCH METHOD

The object taken from this research is PT. Trans Indo Utama (TIU) Hino made company employees the object of this research. The location of this research is Rantauprapat, Labuhanbat Regency and made company employees into objects located in Rantauprapat, Rantau Selatan District, Labuhanbatu Regency. The population in the study was 139 Trans Indo Utama Company (TIU) employees HINO Rantauprapat, Labuhanbatu Regency.

Company Employee Data PT. TRAN INDO UTAMA Rantauprapat Labuhanbatu

No.	Description	Amount
1.	Owner	1 person
2.	Manager	1 person
3.	Head of administration	1 person
4.	Head of the workshop	1 person
5.	Head of Marketing	1 person
6.	Service Advisor	5 People
7.	Cashier	5 People
8.	Admin Part	10 People
9.	Finance	12 People
10.	Marketing and Sales Admin	12 People
11.	Sales	30 People
12.	Foreman	15 People
13.	Partman	15 People
14.	Technician	30 People
Amount		139 People

The use of population as research subjects is due to the affordable population size. So this research uses a sampling technique using the census method, namely making the entire population into the sample in this research, namely 139 employees. Aspects of variable / instrument measurement In this research technique The scoring used in the questionnaire assessment uses the Likert scale technique to measure attitudes, opinions, perceptions of a person or group of people.

In general, the Likert scale contains answer choices with the following criteria: Strongly agree, agree, disagree, disagree and strongly disagree. Assessment of the score given is 5, 4, 3, 2, 1. The data analysis method used in this research is to obtain hypotheses or temporary estimates using multiple regression analysis. Multiple regression analysis aims to test the influence of more than one independent variable on the dependent variable. In general, the regression model is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information		
Y	=	Turnover Intention
a	=	Constant Coefficient
b ₁ , b ₂ , b ₃	=	Regression Coefficients
X ₁	=	Corporate social responsibility to employees
X ₂	=	Corporate social responsibility to society
X ₃	=	Corporate social responsibility to the work environment
E	=	Error, Nuisance variable

3. RESULTS AND DISCUSSION

Validity test

Validity Test Results of Corporate Social Responsibility to Employees (X₁)

Statement Item No	Value r Calculate	r value Table	Information
P 1	0.216	0.174	Valid
P 2	0.372	0.174	Valid
P 3	0.348	0.174	Valid
P 4	0.284	0.174	Valid
P 5	0.242	0.174	Valid

Source: Data processed with SPSS , 2024

Based on the table above, validity testing starts from testing the validity of the corporate social responsibility variable to employees (X₁) from the 5 existing statement items, all statement items were found to be valid. The results of the validity test of the 5 statement items showed that the calculated r value was greater than the r table value of 0.174. With that's all The variable statement item of corporate social responsibility to employees (X₁) is declared valid.

Validity Test Results of Corporate Social Responsibility to the Community (X₂)

Statement Item No	Value r Calculate	r value Table	Information
P 1	0.316	0.174	Valid
P 2	0.289	0.174	Valid
P 3	0.276	0.174	Valid
P 4	0.264	0.174	Valid
P 5	0.281	0.174	Valid
P 6	0.305	0.174	Valid
P 7	0.297	0.174	Valid
P 8	0.286	0.174	Valid

Source: Data processed with SPSS , 2024

Based on the table above, validity testing starts from testing the validity of the corporate social responsibility variable to society (X₂) from the 8 existing statement items, all statement items were found to be valid. The results of the validity test of 8 statement items showed that the

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calculated r value was greater than the r table value of 0.174. Thus, all items in the variable statement of corporate social responsibility to society (X₂) are declared valid .

Corporate Social Responsibility Validity Test Results To the Environment (X₃)

Statement Item No	value r Calculate	r value Table	Information
P 1	0.249	0.174	Valid
P 2	0.217	0.174	Valid
P 3	0.232	0.174	Valid
P 4	0.274	0.174	Valid
P 5	0.236	0.174	Valid
P 6	0.275	0.174	Valid

Source: Data processed with SPSS , 2024

Based on the table above, validity testing starts from testing the validity of the corporate social responsibility variable for the monkey environment (X₃) from the 6 existing statement items, all statement items were found to be valid. The results of the validity test of the 6 statement items showed that the calculated r value was greater than the r table value of 0.174. Thus, all items stating the variable corporate social responsibility for the work environment (X₃) are declared valid

Job Satisfaction Validity Test Results (Y)

Statement Item No	Value r Calculate	r value Table	Information
P 1	0.284	0.174	Valid
P 2	0.291	0.174	Valid
P 3	0.304	0.174	Valid
P 4	0.319	0.174	Valid
P 5	0.362	0.174	Valid
P 6	0.381	0.174	Valid

Source: Data processed with SPSS , 2024

Based on the table above, validity testing starts from testing the validity of the Trans Indo Utama Company (TIU) employee job satisfaction variable. Based on the 6 statement items available, all statement items were found to be valid. The results of the validity test of the 5 statement items showed that the calculated r value was greater than the r table value of 0.174. Thus, all the variable statement items for employee job satisfaction at Trans Indo Utama Company (TIU) HINO Rantauprapat, Labuhanbatu Regency, was declared valid.

Reliability test

Job Satisfaction Validity Test Results (Y)

Statement Item No	Value r Calculate	r value Table	Information
P 1	0.284	0.174	Valid
P 2	0.291	0.174	Valid
P 3	0.304	0.174	Valid
P 4	0.319	0.174	Valid
P 5	0.362	0.174	Valid
P 6	0.381	0.174	Valid

Source: Data processed with SPSS , 2024

Based on the table above, validity testing starts from testing the validity of the Trans Indo Utama Company (TIU) employee job satisfaction variable. Based on the 6 statement items available, all statement items were found to be valid. The results of the validity test of the 5 statement items showed that the calculated r value was greater than the r table value of 0.174. Thus, all the variable statement items for employee job satisfaction at Trans Indo Utama Company (TIU) HINO Rantauapat, Labuhanbatu Regency, was declared valid.

Data Normality Test

The normality test aims to determine whether the distribution of data follows or approaches a normal distribution. The normality test can be analyzed using the graph on the Normal *P-Plot of Regression Standardized Residual*. If the plots of both are linear (can be approximated by a straight line), then this is an indication that the residuals are normally distributed. If the pattern of points apart from the ends of the plot deviates slightly from a straight line, it can be said that the data distribution (in this case the residuals) is normally distributed.

Results of Multiple Regression Analysis

Multiple regression analysis is used to determine the effect of the independent variable on the dependent variable on changes in each increase or decrease in the independent variable that will occur. affects the dependent variable. The following are the results of multiple regression analysis

Table 4. 1
Results of Multiple Regression Analysis

Model	Unstandardized Coefficients			Q	Sig.
	Coefficients				
	B	Std. Error	Beta		
(Constant)	3,064	1,273		2,085	,001
Corporate Social Responsibility to Employees (X ₁)	,387	.073	,182	1,124	,001
Corporate Social Responsibility to Society (X ₂)	,376	0.64	,249	1,096	,001
Corporate Social Responsibility to the Work Environment (X ₃)	,392	,076	,318	1,253	,001

Based on the table of results of multiple linear analysis, the equation of the regression model with the independent variable, namely corporate social responsibility, is obtained to employees (X₁), corporate social responsibility to society (X₂) corporate social responsibility to the work environment (X₃) and the dependent variable is job satisfaction (Y). The regression equation is obtained by looking at the values in table B in the unstandardized coefficients. Based on the results of the coefficients testing table below, the regression equation in this study can be prepared as follows: $Y = 3.064 + 0.387 X_1 + 0.376 X_2 + 0.392 X_3$. From the formula above it can be interpreted or interpreted as follows:

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1. The constant 3.064 is a condition when the job satisfaction variable has not yet influenced by other variables, namely the variables of corporate social responsibility to employees (X_1), corporate social responsibility to society (X_2) and corporate social responsibility to the environment (X_3). So it can be interpreted that if the variable value of corporate social responsibility to employees (X_1), corporate social responsibility to society (X_2) and corporate social responsibility to the work environment (X_3), is 0 then the value of Job Satisfaction is 3.064.
2. Coefficient of variable X_1 corporate social responsibility to employees = 0.387, indicating that the corporate social responsibility variable to employees has a positive influence on job satisfaction, which means that every 1 unit increase in the corporate social responsibility variable to employees will affect job satisfaction by 0.387 with the assumption that the variable others were not thorough in this research.
3. Coefficient of variable X_2 corporate social responsibility to society = 0.376 indicates that the variable corporate social responsibility to society has a positive influence on job satisfaction, which means that for every 1 unit increase in the variable corporate social responsibility to society it will influence job satisfaction by 0.376 with the assumption that other variables are not considered carefully in this research.
4. Coefficient of variable X_3 corporate social responsibility to the work environment = 0.392. show that the variable corporate social responsibility to the work environment has a positive influence on job satisfaction, which means that for every 1 unit increase in the variable corporate social responsibility to the environment, it will affect job satisfaction by 0.392, assuming that other variables are not carefully considered in this research.

t Test Results

The t test is used to determine whether in the regression test model the independent variable on the dependent variable partially has a significant effect.

t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
	(Constant)	3,064			
Corporate Social Responsibility to Employees (X_1)	,387	.073	,182	1,124	,001
Corporate Social Responsibility to Society (X_2)	,376	0.64	,249	1,096	,001
Corporate Social Responsibility to the Environment (X_3)	,392	,076	,318	1,253	,001

Source: Data processed with SPSS, 2024

Based on the t test results table above, it can be concluded that the company's social responsibility to employees is (X_1) positive and significant effect on job satisfaction (Y). We can see that the significance level is 0.001, meaning the value is smaller than 0.05, so it can be

concluded that corporate social responsibility towards employees has a positive and significant effect on job satisfaction at the Trans Indo Utama Company (TIU). Rantauprapat .

Discussion

Corporate Social Responsibility to Employees (X_1) on Job Satisfaction (Y)

Corporate social responsibility is an aspect that must be paid attention to by a company. Based on the research results, it is clear that corporate social responsibility towards employees at Trans Indo Utama (TIU) Rantauprapat has a significant effect on job satisfaction. Therefore, employees work more effectively so that they will be oriented towards the company's development in an even better direction. Employees who are satisfied with their work can be seen and shown through enthusiasm and a positive work attitude. Trans Indo Utama (TIU) employee job satisfaction Rantauprapat can be achieved when employees feel proud and appreciate their work. The results of the research show that corporate social responsibility to employees (X_1) has a positive and significant effect on job satisfaction (Y) at Trans Indo Utama (TIU) Rantauprapat with a calculated t value ($1.124 > t$ table (0.174)) with a significance level of $0.001 < 0.05$.

Corporate Social Responsibility to Society (X_2) on Job Satisfaction (Y)

Corporate social responsibility is an aspect that must be paid attention to by a company. Based on the research results, it is clear that corporate social responsibility to society has a significant effect on job satisfaction. A good company image in the public's view will create a positive perception of a company, making it easier for a company to increase company profits. Because in gaining profits for a company, the company's market is human resources or more widely known by the public in general. Thus, if the image of a company in this research is PT. Trans Indo Utama (TIU) Rantauprapat is seen as good and social, so it will be easier for companies to run their companies. The research results show that corporate social responsibility to society (X_2) has a positive and significant effect on job satisfaction (Y) On Trans Indo Utama (TIU) Rantauprapat with a calculated t value ($1,096 > t$ table (0.174)) with a significance level of $0.001 < 0.05$.

Corporate Social Responsibility on the Work Environment (X_3) on Job Satisfaction (Y)

Job satisfaction is an aspect that companies must pay attention to in their development, so that social responsibility towards the work environment becomes an important aspect for a company. Based on the research results, it is clear that corporate social responsibility to the environment at Trans Indo Utama (TIU) Rantauprapat has a significant effect on job satisfaction. Therefore, a comfortable working environment will create an atmosphere that makes employees more enthusiastic about working so that employee productivity increases at work at Trans Indo Utama (TIU) Rantauprapat. The research results show that corporate social responsibility for the work environment (X_3) has a positive and significant effect on job satisfaction (Y) at Trans Indo Utama (TIU) Rantauprapat with a calculated t value ($1.253 > t$ table (0.174)) with a significance level of $0.001 < 0.05$.

Research Implications

Theoretical Implications

Based on the results of research conducted in this study, it is known that to measure the level of employee job satisfaction there are several variables. The variables to be studied in this research are the variables of corporate social responsibility towards employees, corporate social responsibility to the community, and corporate social responsibility to the environment. Employee job satisfaction at the company PT. Trans Indo Utama (TIU) Rantauprapat is known to meet the expectations or desires of employees, this is because all forms of corporate social responsibility are carried out in full by the company. Thus, it can be described that job satisfaction is felt through the implementation of social responsibility.

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Managerial Implications

The research results are used as input for the company and employees of PT. Trans Indo Utama (TIU) Rantauprapat, in carrying out duties and responsibilities for all forms of social responsibility obligations so that a feeling of comfort in work is achieved which is oriented towards job satisfaction. Managerial commitment by a company provides a sense of security and comfort which then creates a conducive situation in a company, which makes employees work creatively in developing a company.

CONCLUSION

research result

1. Partially, Corporate Social Responsibility to Employees (X1) has a positive and significant effect on Job Satisfaction (Y) On Trans Indo Utama (TIU) Rantauprapat with a calculated t value (1.124) > t table (0.174) with a significance level of 0.001 < 0.05.
2. Partially, Corporate Social Responsibility to the Community (X2) has a positive and significant effect on Job Satisfaction (Y) On Trans Indo Utama (TIU) Rantauprapat with a calculated t value (1,096) > t table (0.174) with a significance level of 0.001 < 0.05.
3. Partially, Corporate Social Responsibility to the Work Environment (X3) has a positive and significant effect on Job Satisfaction (Y) On Trans Indo Utama (TIU) Rantauprapat is in Lingga Tiga Village, Bilah Hulu District, Labuhanbatu Regency, with research results showing that t count (1,253) > t table (0.174) with a significance level of 0.001 < 0.05 .

suggestion

1. corporate social responsibility, companies must really implement it in a real way, so that job satisfaction will be created within the scope of the company which is oriented towards the development of a company.
2. corporate social responsibility must also be truly felt by a company, so that employee effectiveness at work increases, which refers to a company's profits.
3. It is hoped that this research can be an input or contribution of thought for a company in developing a company from an economic aspect so that a company develops even better.
4. Through this research, it is hoped that Trans Indo Utama (TIU) Rantauprapat employees will give their best at work and the benefits of job satisfaction provided by the company should be felt by employees which will make the company's development faster from an economic aspect and more profitable.

research limitations

1. The research only focuses on the social responsibility of a company which aims to create job satisfaction for employees, although social responsibility in the research is divided into three, namely corporate social responsibility to employees, corporate social responsibility to the community, and corporate social responsibility to the environment. work but this research only describes job satisfaction.
2. This research was only carried out by obtaining the results of the questionnaire distributed by the researcher, while the results of the questionnaire in this research depend on the respondents who filled in the questionnaire that was distributed.
3. Limitations in terms of time, costs and energy involved in this research mean that writing this thesis is less than optimal and still requires evaluation in the future.
4. The author's limited knowledge in preparing this thesis means that this research is still far from perfect, so it is necessary to carry out continued research in the future.

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