

The Impact of the Pertamina Patra Niaga Aviation Fuel Terminal (AFT) Ahmad Yani's Social & Environmental Responsibility Program on the Satisfaction Level of Cooperative Members: Financial, Marketing, and Human Resources Perspectives

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Abstract: The Mangunharjo sub-district is facing serious challenges due to tidal flooding that has transformed the livelihoods of its residents from rice farmers to shrimp farmers. In response to this situation, PT Pertamina Patra Niaga Aviation Fuel Terminal Ahmad Yani launched a Social and Environmental Responsibility (CSR) program titled Mami Sera (Mangunharjo Mandiri Sejahtera) through the Koperasi Trengginas Jaya Abadi. This program is aimed at empowering the local community, especially MSME actors and farmers. This research aims to analyze the impact of the *Corporate Social Responsibility* program on the level of satisfaction of members of the Trengginas Jaya Abadi cooperative group from the perspectives of finance, marketing, and human resources (HR). The method used is a descriptive quantitative approach with a Likert scale questionnaire instrument administered to 40 cooperative members. The t-test results show that only the HR aspect has a significant impact on member satisfaction ($t\text{-count } 4.322 > t\text{-table}$), while the financial and marketing aspects do not have an individual impact. However, through the simultaneous F-test, all three aspects together have a significant impact on member satisfaction (sig. 0.000). These results emphasize the importance of strengthening the HR aspect in the *Corporate Social Responsibility* program and the need for a comprehensive evaluation to ensure the program's impact is more equitable and effective.

Keywords: *Corporate Social Responsibility, Satisfaction of Cooperative Members, Cooperatives, Finance, Marketing, HR.*

A. INTRODUCTION

The noble ideals of the Indonesian nation are reflected in its commitment to protect all Indonesian bloodshed, promote public welfare, educate the nation's life, and play an active role in creating a peaceful, just, and civilized world order. The vision emphasizes the importance of independence, lasting peace, and social justice as the foundation of sustainable development (Irawan, 2024). In this context, the corporate sector also participates through the implementation of Corporate Social Responsibility (CSR) as a form of contribution to sustainable development and community welfare. As a legal basis, Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies (UUPT) explicitly regulates the obligation to implement CSR, especially for companies that carry out their business activities in the field of or related to natural resources. This provision emphasizes the strategic role of the business world in maintaining a balance between economic growth, environmental sustainability, and social responsibility to society (Situngkir, 2020).

Social and Environmental Responsibility (TJSL) is an effort made by companies to raise their image in the eyes of the public by creating various charitable programs both external and internal. In addition, the company's Social and Environmental Responsibility (CSR) is not just a form of moral concern, but an authoritative legal mandate, reflecting the company's commitment to responding to social and environmental needs in its operational areas

(Mappong, 2023). This obligation is expressly regulated in Law Number 40 of 2007 concerning Limited Liability Companies and strengthened through Government Regulation Number 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies. The regulation emphasizes that the existence of companies must provide added value, not only in terms of economy, but also in their contribution to sustainable development and the welfare of the surrounding community (Pulungan et al, 2022).

PT Pertamina Patra Niaga Aviation Fuel Terminal Ahmad Yani, as one of the state-owned companies, of course, also has its own Social and Environmental Responsibility program as a form of responsibility for environmental empowerment around the company. As an area around Pertamina Patra Niaga Central Java Aviation Fuel Terminal Ahmad Yani, Mangunharjo village is included in the guidance of PT Pertamina Patra Niaga Aviation Fuel Terminal Ahmad Yani. Mangunharjo Village has the main problem, namely the tidal flood, where the tidal flood changed the livelihood of Mangunharjo residents from rice farmers to pond farmers. Taking into account the background of the problems experienced in Mangunharjo Village, PT Pertamina Aviation Fuel Terminal Ahmad Yani is present with its Social and Environmental Responsibility program, namely Mami Sera (Mangunharjo Mandiri Sejahtera), where the Mami sera program empowers the surrounding MSME mothers, pond and rice farmers to be able to survive amid the flood.

Previous studies have shown that access to capital and managerial training are two key factors that play a role in encouraging the growth of Micro, Small, and Medium Enterprises (MSMEs). However, most of the studies focused more on the contributions of formal financial institutions, such as banks, and paid less attention to cooperatives as a more inclusive financing alternative. In addition, studies that discuss cooperatives are generally descriptive and have not comprehensively evaluated their impact on MSMEs, especially in terms of increasing production capacity, revenue growth, and mitigating business risks (Handayani et al., 2020). In order to improve the welfare of the community, the Trengginas Jaya Abadi cooperative was established as a forum for its members to get capital, business development and increase competitiveness.

The Trengginas Jaya Abadi Cooperative is the forerunner of the Merah Putih Cooperative Mangunharjo, the name change is in line with the government's program to be able to establish cooperatives in each sub-district so that it can be beneficial for the surrounding community because this Merah Putih Cooperative program carries the principles of the community for the community. According to previous research conducted on the establishment of cooperatives for MSME actors in Rawa Badak Utara Village, it is going well, which is reflected in the high level of satisfaction of partners with the programs carried out. Partners feel supported by the existence of this cooperative, especially in overcoming the various challenges they faced during the pandemic (Oktaviani & Samiono, 2024). This is expected to be applicable to members of the Trengginas Jaya Abadi Cooperative, enabling them to gain increased satisfaction in terms of community welfare. With the holding of the Social and Environmental Responsibility (TJSL) program; it is an encouragement for the economic progress of the surrounding community in terms of economy.

In addition to its impact in terms of the economy, this program can increase the sense of satisfaction for cooperative membership as a land for distributing human resources and finance. In an increasingly competitive modern business era, a company's sustainability is not only measured by how much profit it makes, but also by the extent to which it is able to make a social and environmental contribution to the surrounding community (Faktare, 2021) . The Social and Environmental Responsibility Program (TJSL) emerged as a concrete form of this commitment. Cooperatives are no exception, which as a membership-based business entity, has a close social attachment to their community. The Trengginas Jaya Abadi Cooperative, as

one of the fastest-growing cooperatives in the region, has implemented the Social and Environmental Responsibility program in various forms, ranging from member economic empowerment to local environmental preservation.

The level of satisfaction of members does not stand alone, but is closely related to various managerial perspectives of the cooperative, such as finance, marketing, and human resources (HR). From the financial side, the contribution of the Social and Environmental Responsibility program can be reflected through increased access to financing, financial literacy training, or business capital assistance. From a marketing perspective, the Social and Environmental Responsibility program can boost the image of the cooperative which ultimately increases member participation and transactions. Meanwhile, in terms of human resources, social programs can build the capacity of members through training and the improvement of relevant work skills. Although these various benefits seem promising, the reality is that not all cooperatives can manage Social and Environmental Responsibility programs effectively so that they have an optimal impact (Fatimah and Darna, 2011). Some programs are symbolic, less integrated with the cooperative's business strategy, and do not touch the real needs of members. This gap between expectations and implementation is often the root of the problem of low member satisfaction, even though the Social and Environmental Responsibility program has been implemented regularly.

The satisfaction of cooperative members in the Social and Environmental Responsibility program seen from a financial perspective has a role as one of the sources of funding that can be used by the community to encourage sustainable economic growth (Purnawati, et al. 2023). The Social and Environmental Responsibility program is not only a donation or temporary social activity, the Social and Environmental Responsibility program can be an opportunity for the community to strengthen their economic capacity through the capital provided, the construction of facilities and infrastructure, and financial socialization. Economic development should ideally not only be oriented towards the growth of macro figures, but also focus on the realization of the welfare of the community as a whole, both physically and mentally. In this context, cooperatives have a strategic role as a collective economic forum based on the values of togetherness, economic democracy, and empowerment. However, the role of cooperatives in development is often marginalized by the dominance of free-market economic systems that focus more on individual profits (Jayawardena and Samarasinghe, 2025).

In fact, in many countries, including Indonesia, cooperatives have been proven to be able to drive the people's economy, strengthen local economic resilience, and improve the quality of life of the community. Therefore, it is time for cooperatives to be positioned not only as a complement, but as a main pillar in a just and sustainable economic development strategy (Kohongia, 2024). The satisfaction of cooperative members in the Social and Environmental Responsibility program from a marketing perspective can be used as a means to help introduce, raise, and expand market reach so that products can be known to more consumers. In terms of marketing, local MSMEs can be carried out to build brand identity and develop packaging so that more potential consumers are interested in buying products.

The Social and Environmental Responsibility Program seen from the perspective of human resources (Human Resources) plays a role in increasing the capacity and skills of the community assisted by Social and Environmental Responsibility so that the community becomes more productive and more independent (Zhou, et al. 2024). The training carried out can be in the form of production skills and managerial skills. Job readiness can also be trained such as work ethics, good communication, teamwork, and leadership. The growth of entrepreneurial spirit is also very important so that more jobs are created. The Social and Environmental Responsibility Program also plays an important role in empowering school

dropouts and people with disabilities. The role of Social and Environmental Responsibility seen from the perspective of human resources explains that the higher the quality of human resources, the greater the potential for the local economy to grow. It is not just a training activity, but an effort for the community to transform into an economically independent society (Arifandy et al., 2020).

The purpose of this study is to see the impact of the Social and Environmental Responsibility program carried out by PT Pertamina Patra Niaga Central Java Regional AFT Ahmad Yani through the Trengginas Jaya Abdi Cooperative on the satisfaction of members of the Mangunharjo community cooperative, Tugu district, when viewed from the perspective of finance, marketing, and human resources. In addition, this research is also expected to be a consideration and input to be able to evaluate the upcoming Social and Environmental Responsibility program.

B. LITERATURE REVIEW

1. Social and Environmental Responsibility Program

PT Pertamina Patra Niaga Aviation Fuel Terminal is one of the parts of State-Owned Enterprises (SOEs) that is tasked with distributing aircraft fuel (avtur) to support flight operations in various regions of Indonesia. Aviation Fuel Terminal has a strategic role in ensuring safe, efficient, and sustainable supply and distribution of avtur to meet the needs of both domestic and international flights.

Since the promulgation of Law No. 40 of 2007 concerning Limited Liability Companies (UUPT) on August 16, 2007, the business landscape in Indonesia has undergone a significant paradigm shift. One of the main aspects that is highlighted is the regulation on Social and Environmental Responsibility, a provision that has triggered widespread discussion, both among domestic business actors and foreign investors. Concerns arise because Indonesia is considered the only country that requires TJSL through formal legal instruments in the form of laws (Amrul & Pohan, 2009).

However, behind the polemic, a number of large corporations actually see this obligation as a strategic opportunity to strengthen social legitimacy and business sustainability. Take for example PT Unilever Indonesia, which through the Unilever Peduli Foundation, has run various programs that reflect a real commitment to society and the environment. These programs include (Septerina, 2022):

- a. Integrated health education in East Java and Yogyakarta, in collaboration with Lifebuoy and Pepsodent;
- b. Facilitation of relations between small and medium enterprises and financial institutions;
- c. HIV/AIDS prevention campaigns in major cities such as Yogyakarta, Bandung, and Jakarta, in collaboration with YCAB, BNN, and Radio Prambors.

Not stopping there, Unilever along with six other large companies also formed the Indonesia Business Coalition on AIDS (IBCA), a coalition that aims to combat the spread of HIV/AIDS in a more structured and massive manner (Fahham, 2011).

Conceptually, TJSL is a manifestation of the principle of sustainability which is increasingly recognized as an important foundation in modern corporate practices. According to (Adjie, 2024), TJSL is a strategic step that emphasizes that business activities should not be solely oriented towards economic profits, but also pay attention to the social and ecological impacts caused.

Another concrete example is the 'Mami Sera' program run by Pertamina Patra Niaga AFT Ahmad Yani. This program is concrete evidence of how state companies take an active

role in improving the welfare of local communities while preserving the environment around their operational areas (Dadek,2023).

Thus, TJSL is no longer only seen as a legal obligation, but has developed into a core value that determines the reputation and long-term sustainability of a business entity. Indonesia, in this case, deserves to be appreciated as a pioneer who dares to set new standards in corporate governance based on human values and environmental concern.

2. Satisfaction Level of Cooperative Members based on Finance, Marketing and HR

Cooperatives are a form of economic organization based on the principles of kinship and cooperation, where each member has the same interests and goals. Through active participation and democratic decision-making, cooperatives become a means for their members to improve common welfare in a fair and sustainable manner. (Handayani et al., 2020). Cooperatives play a strategic role in supporting the implementation of national development in Indonesia, both directly through the economic empowerment of their members and indirectly through their contribution to local economic growth. As a forum for the people's economy, cooperatives not only function as a tool to improve the standard of living of their members, but also as a driving force for the economic progress of the community at large. This role is in line with the essence and main goal of cooperatives, which are to improve the welfare of their members while providing sustainable social and economic benefits for the community in general (Munara, 2021). The development of cooperatives in Indonesia makes a significant positive contribution to improving the welfare of its members. Through the principles of cooperation and active participation, cooperatives are able to optimize the potential of resources owned by their members, while opening access to wider business opportunities. In addition, cooperatives play an important role in strengthening capital, accelerating information dissemination, and encouraging the use of relevant technology. Thus, cooperatives are not only a means of strengthening the microeconomy, but also a strategic instrument in expanding market access and increasing the competitiveness of their members in the midst of increasingly complex economic dynamics (Muniroh, et al.2024).

From a financial point of view, the implementation of the Social and Environmental Responsibility program has the potential to improve the welfare of cooperative members through access to financing, economic empowerment, and business capacity building. Social programs that are integrated with cooperative economic activities can either increase the financial stability of members or strengthen social capital that contributes to improving the financial performance of cooperatives (Akram,2025). This is in line with the role of the Trengginas Jaya Abadi Cooperative which seeks to empower its members through funding and business training supported by the Social and Environmental Responsibility program by PT. Pertamina Patra Niaga Aviation Fuel Terminal.

From a marketing perspective, the Social and Environmental Responsibility program helps build a positive image of the cooperative and increase member loyalty. The presence of a sustainable social program is able to increase member trust and strengthen cooperative relationships with the community, which in turn increases member satisfaction and loyalty (Zahrina Ghaisany Pulungan & Muhammad Yafiz, 2022). Cooperative marketing is not only about products or services, but also social values carried out through Social and Environmental Responsibility programs such as the 'Mami Sera' program which provides direct benefits to the community and members.

A marketing cooperative is a cooperative that provides a place for its members to market their products, participate in product exhibitions, carry out marketing strategies, make packaging that can attract consumers' attention, and determine competitive prices (Fitriana,

2021). Cooperative member satisfaction is an important indicator of the success of cooperatives in meeting the needs and expectations of their members.

With a targeted and sustainable Social and Environmental Responsibility program, the level of member satisfaction is expected to increase significantly, as targeted by the Trengginas Jaya Abadi cooperative. The human resource approach in the implementation of the Social and Environmental Responsibility program can be seen from how the program strengthens the capacity and welfare of cooperative members as the main resource (Nurhaedah, 2022). Training, education, and upskilling programs supported by Social and Environmental Responsibility programs are highly effective in increasing member motivation and satisfaction, leading to increased cooperative productivity (Agribusiness & Agriculture Study, 2021). In this case, the 'Mami Sera' Social and Environmental Responsibility program is expected to improve the quality of human resources of the Trengginas Jaya Abadi cooperative through various training and member development initiatives.

Based on previous research entitled "*Implementation of the Waste Completion Program as a Social Responsibility to the Environment at the East Java Jabung Syariah Agro Niaga Producers Cooperative (KAN JABUNG)*". This study discusses the implementation of environmentally-based CSR programs through biogas installations, which shows the contribution of cooperatives to environmental sustainability and the welfare of the surrounding community (Rukmi et al., 2022). Another study entitled "*The Influence of Service Quality and Cooperative Image on Loyalty through Cooperative Member Satisfaction as a Mediation Variable*". This study shows that the quality of service and the image of cooperatives have a positive effect on member satisfaction and loyalty, emphasizing the importance of satisfaction as a mediation variable. After comparing the previous research with the research that the researcher will conduct, the researcher has an equation of fulfilling the satisfaction level of cooperative members by building in terms of finance, marketing and human resources of the community. In addition, the company's contribution by holding social and environmental responsibility is a reference that the Social and Environmental Responsibility program is a form of empowerment of cooperative members and building loyalty between members of the Trengginas Jaya Abadi Cooperative.

3. Hypothesis Development

Based on the existing problems, several hypotheses are formed that can be formulated in this study. This hypothesis is adjusted according to the financial, marketing and human resources aspects of PT. Pertamina Patra Niaga Aviation Fuel Terminal against the Trengginas Jaya Abadi Cooperative.

H1: The Social and Environmental Responsibility Program of PT Pertamina Patra Niaga (from a financial perspective) has a significant effect on the satisfaction of members of the Trengginas Jaya Abadi Cooperative.

H2: Social and Environmental Responsibility Programs (in a marketing perspective) have a significant effect on the satisfaction of cooperative members.

H3: Social and Environmental Responsibility Programs (from the perspective of human resources) have a significant effect on the satisfaction of cooperative members.

C. METHOD

The method used in this study is quantitative, which is an approach method in research that uses data in the form of numbers to be able to answer research questions, emphasizing objective measurements, standardized data collection, and the application of statistical analysis in testing hypotheses or explaining certain phenomena. This approach was chosen because it is suitable for measuring the perspective of cooperative members through quantitative data

obtained from questionnaires. This method can analyze data by describing the information to be collected in the form of numerical (questionnaire), so that it can objectively describe the impact of PT. Pertamina Patra Niaga Central Java Regional AFT Ahmad Yani on the satisfaction of cooperative members through the Trengginas Jaya Abadi Cooperative from the perspective of Finance, Marketing, and Human Resources (HR).

This research is located in the Trengginas Jaya Abadi Cooperative, Kampung Panggung, Mangunharjo, Tugu District, Semarang City. The population of this study is all members of the Trengginas Jaya Abadi Cooperative totaling 40 who are directly involved and impacted by the Social and Environmental Responsibility program implemented by PT. Pertamina Patra Niaga Aviation Fuel Terminal Ahmad Yani.

The main instruments in this study will be included in a questionnaire that contains 3 aspects that will be measured, namely finance (access to business capital, increase in income, business financial management), marketing (increase in market access, sales volume and reach, product promotion and branding, business network development, product quality, use of marketing technology, monitoring and evaluation of marketing performance), and human resources (training attended by members, improvement of technical and managerial skills, work motivation, internal leadership). According to (SH Sahir, 2022) this questionnaire was designed using a likert scale (1= strongly disagree to 4= strongly agree).

D. RESULTS AND DISCUSSION

Based on the activity of distributing questionnaires to 40 members of the Trengginas Jaya Abadi Cooperative, the next step is for the researcher to conduct a t-test which is included in the multiple regression linear and descriptive statistics. The distribution of this questionnaire is in the form of a likert scale with a rating (1 = strongly disagree to 4 = strongly agree).

It is known that the t-test below uses multiple linear analysis which aims to determine the influence of independent variables (X) on dependent variables (Y) both jointly (simultaneously) and separately (partially). In the results of data processing, there are three independent variables and one dependent variable, namely: X1 (Financial Aspect), X2 (Marketing Aspect), X3 (HR Aspect), and Y (Satisfaction).

Table 1. T test
Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.099	5.724		-.367	.716
	Financial Aspects	.246	.214	.156	1.147	.259
	Marketing Aspects	.258	.136	.245	1.905	.065
	HR Aspects	.792	.183	.538	4.322	.000

a. Dependent Variable (Y): Kepuasan

The processing of the above data in the decision making of the t-test is that if the Sig value < 0.05, then Ha is accepted and H0 is rejected or it can be said that there is a significant influence partially (separately). Meanwhile, if the Sig value is > 0.05, then Ha is rejected and H0 is accepted or accepted, it is said that there is no significant influence partially.

Based on the results of the t-test table above, it is known:

- a. The Financial Aspect (X1) does not have a significant effect on the satisfaction of members of the Trengginas Jaya Cooperative.
- b. The Marketing Aspect (X2) does not have a significant effect on the satisfaction of members of the Trengginas Jaya Abadi Cooperative.
- c. The aspect of human resources (X3) has a significant effect on the satisfaction of members of the Trengginas Jaya Cooperative.

Table 3. Descriptive Statistics
Descriptive Statistics

	N	Minimum	Maximum	Mean	Hours of Deviation
Financial Aspects	40	19	34	28.52	2.755
Marketing Aspects	40	35	57	48.33	4.104
HR Aspects	40	29	43	35.70	2.937
Satisfaction	40	30	56	45.67	4.323
Valid N (listwise)	40				

Based on the results of descriptive statistical analysis of 40 respondents, it can be concluded that the social and environmental responsibility program run by the Trengginas Jaya Abadi Cooperative includes several important aspects, namely financial aspects, marketing, human resources (HR), and member satisfaction as output variables. Each aspect shows a different contribution to the perception and satisfaction of cooperative members. The mean value and standard deviation of each aspect are obtained as follows:

- a. The Finance aspect has an average of 28.52 with a standard deviation of 2.755, indicating a relatively low level of diversity. This fairly high average value indicates that the Social and Environmental Responsibility program in the financial aspect has been perceived to be quite beneficial by cooperative members. The low standard deviation indicates that respondents' perceptions are relatively homogeneous or uniform, which means that the policies or financial assistance provided are equitable and fair among cooperative members.
- b. The Marketing aspect showed the highest average of 48.33 and the standard deviation of 4.104, which means that there is considerable variation among respondents. These results show that the Social and Environmental Responsibility program in the field of marketing is highly appreciated by cooperative members. Thus, it can reflect the effectiveness of cooperative members' product promotion programs or assistance in accessing a wider market. However, the considerable variation also suggests that not all members feel the same great benefits. This difference can be due to different types of member businesses or uneven involvement in the program.
- c. The HR aspect has an average of 35.70 with a standard deviation of 2.937, indicating a moderate level of perception and moderate variation. This score indicates that Social and Environmental Responsibility programs related to training, capacity building, or member empowerment have a moderate impact on member perception. The relatively moderate standard deviation also indicates that respondents' perceptions tend to be uniform but not as homogeneous as financial aspects. This could be an indication that there is still a need for equal access to training or capacity building so that all members can experience the same benefits.
- d. Satisfaction had an average of 45.67 and the highest standard deviation of 4.323, indicating that although the level of satisfaction was relatively high, there was a large variation in respondents' answers. This result means that the level of satisfaction of members with the Social and Environmental Responsibility program in general is quite high. However, the high variation indicates a significant difference in the level of satisfaction between members. This may reflect that while the Social and Environmental Responsibility program has had a positive impact, some members feel that they have not received the maximum benefits, or that the program has not fully targeted the needs of all member segments.

In general, the social and environmental responsibility program of the Trengginas Jaya Abadi Cooperative has shown a positive contribution to various aspects of the life of cooperative members, especially in the marketing aspect. However, the variation in perception and satisfaction shows that evaluation and adjustment are needed so that the program can reach

all members more evenly and on target. Especially in the aspect of marketing and satisfaction, it is important for cooperative managers to delve into the factors that cause these perceived inequality and design a more inclusive strategy.

E. CONCLUSION

The Social and Environmental Responsibility Program is held by PT. The Pertamina Patra Niaga Aviation Fuel Terminal to the Trengginas Jaya Abadi Cooperative was held to see the impact of the CSR program carried out by PT Pertamina Patra Niaga Central Java Regional AFT Ahmad Yani through the Trengginas Jaya Abadi Cooperative on the satisfaction of cooperative members from the perspective of finance, marketing, and human resources. By holding the research as a proof step involving 40 members of the Trengginas Jaya Abadi Cooperative, it shows a significant influence in terms of financial aspects, marketing aspects and human resource aspects. Based on the results of the t-test above, it can be concluded that in the financial and marketing aspects, there is no significant influence between the TJSL program and the satisfaction of cooperative members. However, in the human resource aspect, there is a significant influence between the impact of the TJSL program on the satisfaction of cooperative members.

By involving Independent Variables (X) and Dependent Variables (Y) to produce values in the form of; Financial Aspect t-calculate: $(1.147) < t\text{-table}$, then there is no influence of variable X1 on variable Y, Marketing Aspect: t-calculus $(1.905) < t\text{-table}$, then there is no influence of variable X2 on variable Y, HR aspect: t-calculus $(4.322) > t\text{-table}$, then there is an influence of variable X3 on variable Y. In addition to using the t-test, in this study also uses the F Test as a simultaneous of all existing variables by showing results in the form of a Sig value of 0.000 to H0 rejected and Ha accepted. So it can be concluded that the Financial Aspect (X1), Marketing Aspect (X2), and HR Aspect (X3) together have a significant effect on the Member Satisfaction variable (Y). According to the results of descriptive statistics, it shows that the Social and Environmental Responsibility Program of the Trengginas Jaya Abadi Cooperative has proven to have a positive impact, especially in the field of marketing. However, differences in perception and satisfaction indicate the need for evaluation so that the benefits are more equitable and on target.

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