

Evaluation of the Implementation of Corporate Social Responsibility (CSR) in Improving Service and Sustainability of PDAM Bondowoso Regency

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ABSTRACT

This study aims to evaluate the implementation of Corporate Social Responsibility (CSR) in improving service and sustainability of the Bondowoso Regency Water Company (PDAM). This study used a qualitative descriptive method with data collection techniques through interviews and documentation. The results showed that the implementation of CSR in the Bondowoso Regency Water Company (PDAM) was implemented through the Company Work Plan (RKP) and covered social, economic, and environmental aspects. In the social aspect, CSR programs in the form of donations to orphans and the poor and the Eid al-Adha sacrifice activities had a positive impact on the community. In the environmental aspect, environmental conservation programs through tree planting and biopore construction contributed to the sustainability of water resources. However, in the economic aspect, it was found that there were programs such as discounts on house connection installations that were more oriented towards increasing the number of customers and the company's operational interests rather than empowering the community's economy. In addition, employee training and development programs were more internal to the company and did not directly impact the community. This condition indicates that not all programs categorized as CSR are in accordance with the CSR concept, thus becoming one of the limitations in the implementation of CSR in the Bondowoso Regency Water Company (PDAM). Overall, the evaluation results show that the implementation of CSR has contributed to improving the company's services and relationships with the community, but adjustments are still needed in the planning and grouping of programs to be more in line with CSR principles and support the company's sustainability as a whole.

Keywords: Corporate Social Responsibility (CSR), evaluation, service, sustainability, PDAM