



PUBLIC SATISFACTION INDEX AS AN EVALUATION INSTRUMENT JEMARI VILLAGE PROGRAM 2026

INDEKS KEPUASAN MASYARAKAT SEBAGAI INSTRUMEN EVALUASI PROGRAM DESA JEMARI 2026

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Abstract

The Jemari Village Program is a community empowerment program developed to encourage community capacity building through sustainable management of agricultural, livestock, and plantation potential, as well as local resource-based business development. In its implementation, evaluation of the level of community acceptance and satisfaction is important to determine the extent to which the program has met the needs and expectations of beneficiaries. This study aims to measure the Community Satisfaction Index regarding the implementation of the Jemari Village Program in 2026 and analyze the measurement results as a basis for program evaluation and development. A survey was conducted on the Jemari Village Program in Sijenjang Village, involving 90 respondents from six fostered groups: the Sehati Business Group, the Rezeki 3 Putra Group, the Bina Mandiri Group, the Women Farmers Group, the True Farmers Group Association, and the Lamperkas Fish Cultivation Group. Measurements were carried out using a standard IKM instrument based on 9 service elements with a Likert scale of 1–4. The survey results showed an index value of 3.5 or equivalent to 88%, with service quality categorized as "Good". These results confirm that the Jambi Fuel Terminal CSR program has been running effectively, providing real benefits to the community, and is in line with ESG principles and the achievement of the SDGs.

Keywords : Public Satisfaction, Evaluation Instrument, Jemari Village.

Abstrak

Program Desa Jemari merupakan program pemberdayaan masyarakat yang dikembangkan untuk mendorong peningkatan kapasitas masyarakat melalui pengelolaan berkelanjutan atas potensi pertanian, peternakan, dan perkebunan, serta pengembangan usaha berbasis sumber daya lokal. Dalam pelaksanaannya, evaluasi terhadap tingkat penerimaan dan kepuasan masyarakat menjadi hal penting untuk mengetahui sejauh mana program telah memenuhi kebutuhan dan harapan para penerima manfaat. Studi ini bertujuan untuk mengukur Indeks Kepuasan Masyarakat (IKM) terkait pelaksanaan Program Desa Jemari pada tahun 2026 dan menganalisis hasil pengukuran tersebut sebagai dasar



evaluasi serta pengembangan program. Survei dilakukan terhadap Program Desa Jemari di Desa Sijenjang dengan melibatkan 90 responden dari enam kelompok binaan: Kelompok Usaha Sehati, Kelompok Rezeki 3 Putra, Kelompok Bina Mandiri, Kelompok Wanita Tani, Asosiasi Kelompok Tani True Farmers, dan Kelompok Budidaya Ikan Lamperkas. Pengukuran dilakukan menggunakan instrumen standar IKM yang mencakup 9 unsur pelayanan dengan skala Likert 1–4. Hasil survei menunjukkan nilai indeks sebesar 3,5 atau setara dengan 88%, dengan kualitas pelayanan yang dikategorikan "Baik". Hasil ini mengonfirmasi bahwa program CSR Terminal BBM Jambi telah berjalan secara efektif, memberikan manfaat nyata bagi masyarakat, serta selaras dengan prinsip-prinsip ESG dan pencapaian SDGs.

Kata Kunci : Kepuasan Masyarakat, Instrumen Evaluasi, Desa Jemari.

1. INTRODUCTION

According to the Scottish Community Development Centre (1994), community development is a process that seeks to strengthen communities by prioritizing their actions and perspectives in the social, economic, and environmental spheres. Community development is fundamentally oriented not only toward improving economic conditions but also toward strengthening community capacity to recognize potential, manage resources, make decisions, and build sustainable independence.

Murray G. Ross (1955) also explains that community development is a process used by communities to identify their needs or goals, set priorities, take action to achieve them, and develop cooperative attitudes and practices in their implementation. Brager and Specht identified several functions of community development in society, namely: (1) socialization of values and behaviors that are deemed necessary for the community to learn; (2) creation and arrangement of effective relationships between individuals; (3) development of organizations to expand networks of exchange between citizens; and (4) organization of institutional relations to align the organization with the interests of the community it supports.

In the context of community development, empowerment can also involve various parties, including companies operating within the community. A company's existence is closely linked to the social, economic, and environmental conditions in its operational area. Therefore, a harmonious, dynamic, and mutually beneficial relationship with the surrounding community is a crucial factor in running a company. Companies have legal, social, and ethical obligations and responsibilities to improve the welfare of the surrounding community (Hildawati, 2020). In addition to financial strength, a company's social and environmental dimensions play a crucial role in the continuity of sustainable business operations. Therefore, maintaining good relations with the surrounding environment and society is a mandatory requirement for companies to continue.

CSR programs in Indonesia are no longer viewed merely as fulfilling regulatory obligations, but as a corporate strategy to gain social legitimacy. Well-targeted CSR programs can benefit both companies and communities. Community needs can be met while the company's reputation and trust in it are enhanced (Aryawan, 2017). This mutually beneficial relationship is why CSR can be a way for companies to contribute to society while enhancing their image. However, the results of community development programs are generally not always satisfactory. Many programs fail to be sustainable or have no tangible impact on community well-being. The causes of this failure vary, ranging from the program's incompatibility with community needs, to errors in selecting stakeholder partners, to a lack of proper monitoring and evaluation.

Today's companies are not only focused on financial profit, but are also obligated to make tangible contributions to social, economic, and environmental development through the implementation of Corporate Social Responsibility (CSR). The success of a CSR program is measured by the extent to which its benefits are felt by the beneficiary communities. Therefore, an objective, measurable, and systematic measurement tool is needed, one of which is the Community Satisfaction Index (CSI).



Community satisfaction is a subjective evaluation of the services or programs they receive by comparing their expectations with their perceived experiences. Kotler and Keller explain that satisfaction arises when the performance meets or exceeds user expectations. In the context of community empowerment, this concept can be extended beyond service quality to include the appropriateness of activities to needs, benefits received, ease of access to support, quality of mentoring, and community involvement in the program.

Measuring community satisfaction is also closely linked to the concept of program evaluation. Evaluation is a systematic process for obtaining information on the implementation and results of a program as a basis for assessing the achievement of objectives and determining corrective actions. Rossi, Lipsey, and Henry view program evaluation as a systematic process for assessing the design, implementation, effectiveness, and outcomes of an intervention. Therefore, the IKM can be positioned as an evaluation instrument that provides information based on beneficiary perceptions regarding the quality of program implementation. This information is crucial because the success of an empowerment program is ultimately heavily influenced by the level of acceptance and involvement of the community as both recipients and program actors.

Accountability and transparency are two important principles in implementing CSR, determining the level of trust and legitimacy of a company in the eyes of the public and other stakeholders. According to Carroll's (1991) Pyramid of CSR theory, companies have responsibilities in four aspects: economic, legal, ethical, and philanthropic. By establishing an IKM, companies demonstrate their commitment to ethical and philanthropic aspects by ensuring that CSR programs are truly beneficial, transparent, and meet the needs of the community. In the next stage, CSR programs can be sustainable if companies continue to consistently monitor and evaluate them to maintain the program's positive elements for the communities that benefit from them.

Monitoring and evaluation play a crucial role in determining the success of community development programs. Both are necessary to measure the achievement of objectives and identify weaknesses that need to be addressed. Through regular evaluations, obstacles that arise during the program can be promptly identified and addressed. According to Kotler and Lee (2005), the success of CSR is measured not only by the amount of budget allocated, but also by its effectiveness in improving the quality of life of the community. The Community Satisfaction Index serves as an evaluation tool that helps companies assess whether CSR programs are on target, efficient, and sustainable.

The IKM survey measures nine key factors influencing community satisfaction: procedures, requirements, time, costs, products, implementer capabilities, implementer attitudes, facilities and infrastructure, and complaint management. With this analysis, companies can compare community expectations with their assessments of their CSR programs. According to Porter & Kramer (2006), in the concept of Creating Shared Value (CSV), effective CSR must be able to create shared value between the company and the community. The results of the IKM survey can serve as a basis for developing a program sustainability strategy, so that CSR becomes not only a social obligation but also part of a sustainable business strategy.

Furthermore, the level of public satisfaction with CSR programs directly impacts a company's image. With measurable results from SME surveys, companies can build stakeholder trust, strengthen their social license to operate, and enhance their reputation with the public and regulators.

PT Pertamina Patra Niaga Fuel Terminal Jambi conducted a survey to assess community satisfaction with the implementation of its CSR programs. One of the programs implemented is the Kampung Jemari Program, which involves four beneficiary groups: the Sehati Business Group, the Bina Mandiri Group, the Women Farmers Group, and the Farmers Group Association in Sijenjang Village. This activity is a strategic step to ensure that the programs implemented are in accordance with community needs, support sustainable development, and strengthen the company's accountability and transparency in implementing its Social and Environmental Responsibility program.



2. RESEARCH METHOD

The study used a descriptive quantitative approach with a survey design to analyze beneficiary satisfaction levels and perceived empowerment outcomes in the Kampung Jemari Program. This approach was chosen to provide a systematic overview of beneficiary perceptions of the quality of program implementation and the changes they experienced after participating in the activities.

1. POPULATION AND SAMPLE

The population in the Community Satisfaction Index (CSI) survey is all users/beneficiaries of the company's CSR services during a certain period. The sample was selected randomly. *purposive sampling*, namely respondents who have actually received services or participated in CSR programs. This survey will be conducted on all 90 members of the Kampung Jemari Program group. The number of respondents meets the minimum requirement of 30 people, stipulated in Regulation of the Minister of Administrative and Bureaucratic Reform No. 14 of 2017.

2. DATA COLLECTION TECHNIQUES

Data collection was conducted using a questionnaire based on standard IKM instruments and comprising nine service aspects. The scale used was a Likert scale with levels 1 to 4. According to Kerlinger (2006), a questionnaire is a data collection method in the form of a structured list of questions, typically used in quantitative research with a specific measurement system, such as the Likert scale. In addition, brief interviews were also conducted as support to deepen the respondents' answers. All data was collected directly from beneficiaries so that the survey results reflect their real experiences.

Questionnaires are questions with pre-defined answer choices, and respondents simply need to choose the most appropriate answer. According to Sugiono (2014), the questionnaire uses a Likert scale. This scale's function is to measure an individual or group's attitudes, opinions, and perceptions of social phenomena.

3. ASSESSMENT SCALE

The scale used in the IKM survey is a 4-point Likert scale, with the following description:

- 1 = Not satisfied
- 2 = Not satisfied
- 3 = Satisfied
- 4 = Very satisfied

This scale was chosen by considering simple calculations, easy for respondents to understand, and in accordance with government guidelines.

4. DATA ANALYSIS

The collected survey data was tabulated in Microsoft Excel. The steps in analyzing the Community Satisfaction Index survey data for the Kampung Jemari program include:

- 1) Calculate the Average Value (NR) of each element

$$NR = \frac{\text{Jumlah Skor Unsur}}{\text{Jumlah Responden}}$$

- 2) Calculating the Community Satisfaction Index (CSI) Value

$$IKM = \frac{\sum NR}{n} \times 25$$

- 3) Interpretation of IKM Values into service quality categories:

Table 1. Interpretation of IKM Values

Perceived Value	Interval Value (IKM)	IKM Conversion Interval Value	Quality of Service	Service Unit Performance
1	1,00 – 1,75	25 – 43,75	D	Not good
2	1,76 – 2,50	43,76 – 62,50	C	Not Good
3	2,51 – 3,25	62,51 – 81,25	B	Good
4	3,26 – 4,00	81,26 – 100,00	A	Very good



- 4) This survey was conducted using a quantitative approach by presenting numerical data that was described descriptively to identify elements with the highest and lowest values to determine improvement priorities.

3. RESULT AND DISCUSSION

RESPONDENT PROFILE

1.1 Jemari Village Program

PT Pertamina Patra Niaga Fuel Terminal Jambi, a company that organizes CSR programs to encourage independence and improve the welfare of communities within its operational areas, has implemented one program since 2023, namely Kampung Jemari, which has undergone development until 2026. This program is being implemented in Sijenjang Village, which is administratively registered in the East Jambi District, Jambi City.

Jemari Village, an abbreviation of Kampung Sijenjang Maju dan Berdikari (Advanced and Independent Village), comprises several program activities, including maggot and chicken farming, catfish farming using floating net ponds (KJA) and silkworms, vegetable farming using hydroponics, rice paddy and secondary crops farming, and cocoa and areca nut farming. Each activity in this program is designed to be interconnected to form an efficient and environmentally friendly circular economic ecosystem.

The Kampung Jemari Program is a community empowerment initiative that develops local potential through the integration of the livestock, fisheries, and agriculture sectors. Development activities are aimed at increasing group capacity, land productivity, diversifying income sources, and efficient resource utilization. Each business unit has distinct characteristics and benefits, but they are developed within a mutually supportive ecosystem.

The innovative fish farming in Kampung JEMARI extends beyond cultivation to utilizing natural feed from maggots and hydroponic vegetable waste, reducing costs and maintaining livestock quality. The management of the pens employs a system of **nipple drinking**. It also supports efficient water use. Water is supplied through a pressurized mechanism when the chickens drink, minimizing the potential for spills. This system helps keep the coop drier and reduces water waste. The byproduct, chicken manure, is not wasted but fermented into fertilizer that fertilizes farmland and cocoa plantations, with the remainder being resold.



Figure 1 Activities and Use of Nipple Drinking in Chicken Coops

Fish farming uses a floating net pond (KJA) system that adapts to the river basin (DAS) area. When the river water discharge overflows, the floating net pond will adapt into a floating net cage and prevent the crop failure conditions experienced by the community every year. Cultivation management includes spawning, seed distribution, alternative feed cultivation, feeding, growth monitoring, water quality management, and harvesting. Cost efficiency is a concern in this activity, especially through the development of alternative feed in the form of silkworms and the utilization of local resources. The existence of maggot cultivation can support the provision of protein sources in feed, thus opening



up opportunities for the formation of linkages between livestock and fisheries units. Meanwhile, maggot cultivation itself is an innovative solution in managing household organic waste. Waste that usually pollutes the environment is now processed into quality feed for chickens and fish, while the remaining maggot frass is reused as organic fertilizer for cocoa and secondary crops.



Figure 2 Alternative Feeding in Freshwater Fish Cultivation

The hydroponic farming system employed uses a soil-free planting system, preventing areas experiencing regular annual flooding. The growing media used include ruckwool, burnt rice husks, hydroton, or sand, with an emphasis on meeting the plant's nutritional needs. Hydroponic vegetable cultivation utilizes the NFT (nutrient film technique) system, which places plant roots in a shallow nutrient flow so they are not completely submerged, ensuring optimal nutrient and oxygen access. The growing season is also shorter. Even unmarketable vegetables retain their value as they are used as food for maggots and silkworms, while hydroponic wastewater provides additional nutrients for secondary crops.



Figure 3 Checking the Quality of Vegetables in Hydroponic Media

In the agricultural sector, Jemari Village is dominated by rice paddy farming, areca nut, cocoa, and secondary crops. The community utilizes the land as a source of food production and income. Cultivating food crops contributes to food security while ensuring optimal utilization of productive land. Cocoa and areca nut are also plantation commodities developed as medium- and long-term income sources. Strengthening activities not only focus on plant maintenance but also encompass harvest and post-harvest management to maintain quality and increase sales value.

**Figure 4 Upland Rice Seeding on Dry Land**

These five activity groups form a circular agroecosystem pattern, allowing resources from one activity to support others. This integration reinforces the Kampung Jemari Program's goals of building community independence, income diversification, food security, and efficient resource utilization. Therefore, the program's success is measured not only by the results of each business unit, but also by the community's ability to build a connected and sustainable business system over the long term.

1.2 Respondent Characteristics/Identity

This survey was conducted by administering questionnaires directly to respondents to obtain primary data as a source of research data. Researchers then processed the data and formulated the results of the analysis. Questionnaires were distributed to 90 respondents. The following details the percentage results in the respondent characteristics section.

a. Gender

Table 2. Respondent Gender

Gender	Frequency (f)	Percentage (%)
Man	53	58,8%
Woman	37	41,11%
Amount	90	100%

The table above shows that 53 respondents, or 58.8%, were male, and 37 respondents, or 41.11%, were female. Therefore, it is known that the respondents to the 2026 JEMARI Village Program for Small and Medium Enterprises (SMEs) are predominantly male.

b. Age

Table 3. Respondents' Age

Respondent Age	Frequency (f)	Percentage (%)
< 26 Years	13	11,11%
26 – 45 Years	56	62,22%
> 45 Years	21	14,44%
Amount	90	100%

Based on the table above, it shows that 13 people or 11.11% of respondents are aged < 26 years, 56 people or 62.22% of respondents are aged 26 – 45 years, and 21 people or 14.44% of respondents are aged > 45 years. Therefore, it is known that respondents to the 2025 JEMARI Village Program IKM are dominated by the 26 – 45 year old generation, namely the Productive Adult category.

c. Main Field of Work

Table 4 Respondents' Fields of Work

Field of work	Frequency (f)	Percentage (%)
Free Daily Labor	9	10,00%
This	53	58,89%
Security	2	2,22%
Housewife	15	16,67%



driver	4	4,44%
Other	7	18,88%
Amount	90	100,00%

Based on the table above, it shows that 9 people or 10.00% of respondents are casual laborers, 53 people or 58.88% of respondents work as farmers, 2 people or 2.22% as security guards, 15 people or 16.67% of respondents are housewives, 4 people or 4.44% as drivers, and 7 people or 18.88% in other fields. Therefore, it is known that respondents to the 2025 JEMARI Village Program IKM are dominated by people who work as farmers.

2. AVERAGE VALUE PER SERVICE ELEMENT

2.1 Program Requirements (How clear and easy are the requirements for participating in and implementing the Kampung JEMARI program?)

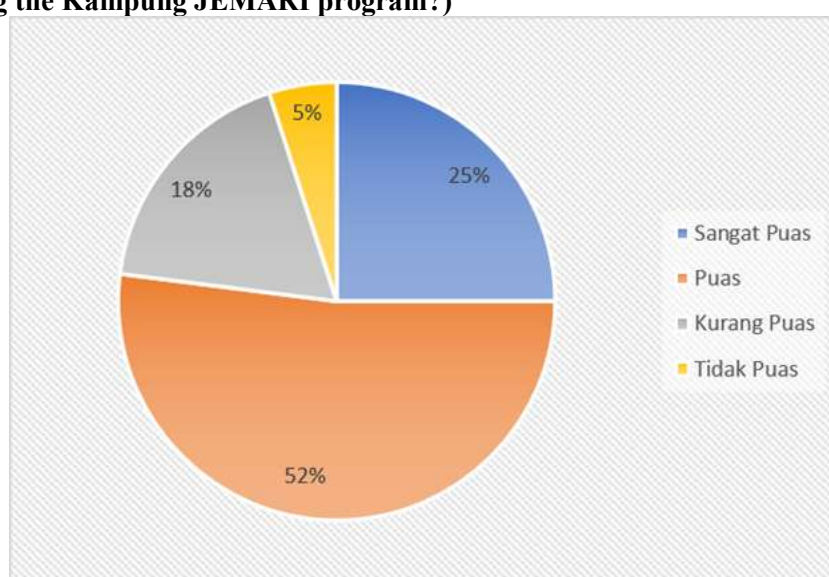


Diagram 1. Program Requirements

Based on diagram 1, the level of public satisfaction with the clarity and ease of the requirements for participating in the JEMARI Village Program shows quite positive results. The Very Satisfied category received the largest portion, at 25%, indicating that most respondents considered the program requirements to be quite clear and easy to understand. The Satisfied category came in second with 52%, indicating that respondents felt very helped by the established rules and regulations. However, there were still 18% of respondents who stated they were Not Satisfied, which means that a large portion of the community may have difficulty understanding or meeting the requirements. In addition, 5% of respondents stated they were Not Satisfied, indicating that there was a group that felt the program requirements were not yet transparent or quite burdensome.

The total satisfaction rate (Satisfied and Very Satisfied) reached 77%, indicating that the majority of respondents considered the program requirements easily accessible and not difficult. However, the 23% of respondents who were dissatisfied warrants attention. This information can provide input for program administrators to improve outreach, clarify the registration mechanism, and provide more intensive assistance to community groups struggling to meet the requirements.



2.2 Program Procedure (What is the flow of the JEMARI Village program implemented by Fuel Terminal Jambi until implementation?)

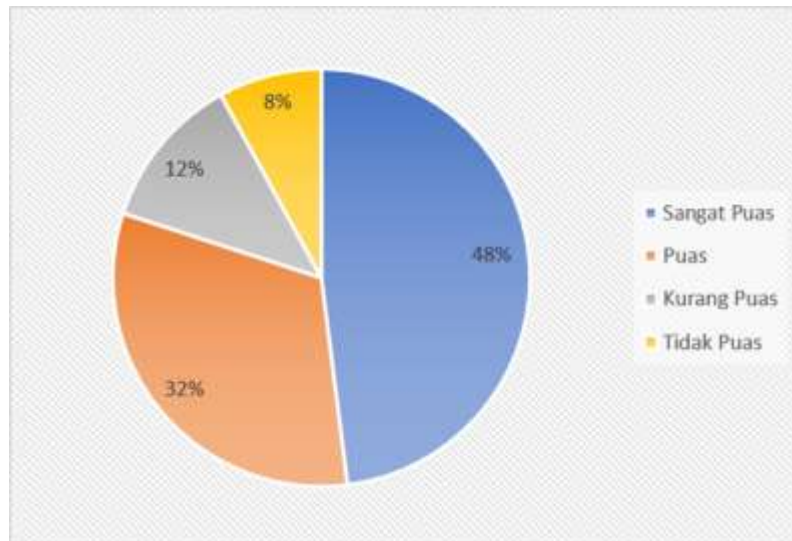


Diagram 2. Program Procedure

Based on Diagram 2, community satisfaction with the program's procedural aspects shows that the majority of respondents were satisfied to very satisfied with the implementation flow of the JEMARI Village Program. The Very Satisfied category occupied the largest portion, at 48%, indicating that more than half of respondents found it easy to follow the program's procedures, although there were still several things that could be improved. The Satisfied category was at 32%, indicating that a quarter of respondents considered the program's flow to be very clear, easy to understand, and well-implemented. Meanwhile, 12% of respondents stated that they were less satisfied and 8% stated that they were dissatisfied, indicating that quite a number of people still encountered obstacles in understanding or following the program's implementation flow.

Overall, the satisfaction rate (Satisfied and Very Satisfied categories) reached 80%, which is considered good. This reflects that the majority of the community has benefited from the transparent, simple, and accessible program procedures.

2.3 Program Time (How timely is the program implementation based on the established schedule?)

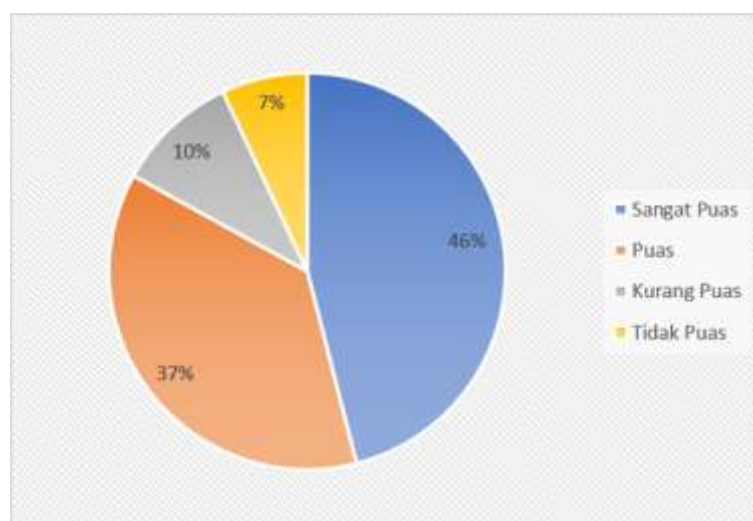


Diagram 3. Program Time



Based on the data in diagram 3, the aspect of the timeliness of program implementation shows that the majority of respondents were satisfied to very satisfied with the schedule that had been set. The Satisfied category obtained the highest percentage, namely 46%, reflecting that the majority of the community also felt that the program implementation was running according to expectations, although there was still room for improvement. The Very Satisfied category followed with 37%, indicating that almost a quarter of respondents considered the program to be implemented on time according to the planned schedule. The Less Satisfied category was at 10%, indicating that a small number of respondents felt that the program implementation schedule was not entirely consistent or on time. The Dissatisfied category was not recorded at 7%, which means that no respondents felt disappointed with the time aspect of the program implementation.

Overall, the level of public satisfaction in the Satisfied and Very Satisfied categories reached 83%, which reflects excellent performance in terms of timeliness.

2.4 Program Costs (How transparent is the information regarding financing, including transparency that the program is free of charge to the public?)

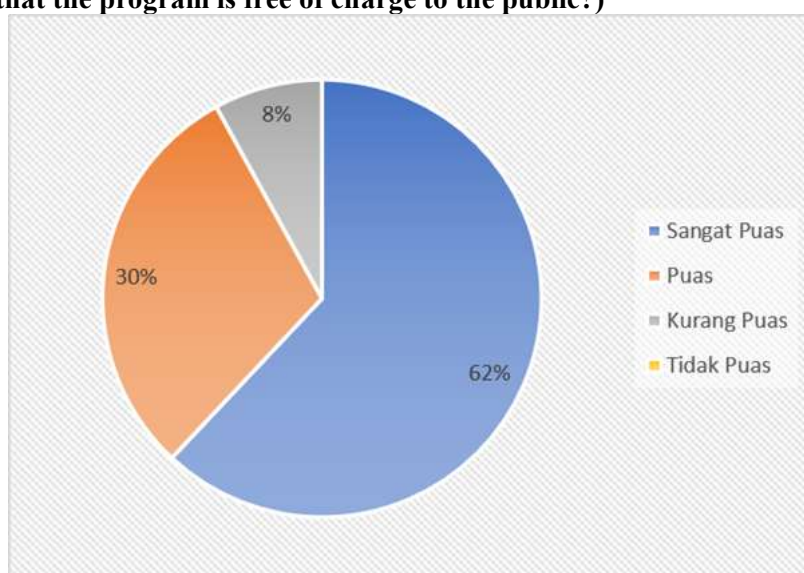


Diagram 4. Program Costs

Based on the data in diagram 4, Public Satisfaction on the program cost aspect shows a high level of satisfaction with the openness of information and transparency of financing. The majority of respondents are in the Satisfied category with a dominant percentage of 62%, which indicates that the majority of the community considers information regarding financing to be clear and transparent, and understands that the program does not charge participants. The Very Satisfied category occupies a fairly large portion of 30%, the Less Satisfied Category with a percentage of 8% reflects that there are still groups of people who consider the openness of information to be good but may need additional detailed explanations. There are no respondents in the Unsatisfied category, which means that no community feels burdened by costs or disadvantaged in this aspect.

Overall, the level of public satisfaction with the transparency of program cost information was 92% excellent. This demonstrates that the implementation of the Kampung JEMARI program has prioritized the principles of transparency and accountability, thereby building public trust in the company that administers the program.



2.5 Program Output Quality (How do the results of the JEMARI Village program, such as training, assistance, facilities, or infrastructure, match the needs of the community?)

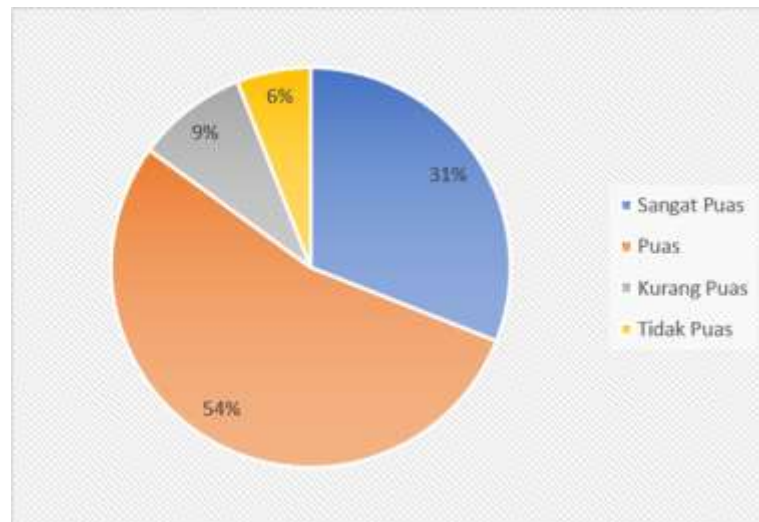


Diagram 5. Program Output Quality

Based on the data in diagram 5, Community Satisfaction regarding the quality of program outputs shows a very positive assessment from the majority of respondents. The Satisfied category obtained the highest percentage of 54%, indicating that more than half of the respondents felt that the program results such as training, assistance, facilities, and infrastructure were in accordance with their needs. The Very Satisfied category reached 31%, indicating that the majority of the community was not only satisfied, but also felt very helped and saw direct benefits from the program results. The Less Satisfied category was recorded at 9%, indicating that a small portion of the community felt that the program outputs did not fully meet their needs, both in terms of quality, coverage, and effectiveness. The Dissatisfied category was 6%, meaning that no respondents felt that the program results were not at all useful or did not meet their needs.

Overall, the satisfaction level in the Satisfied and Very Satisfied categories reached 85%, reflecting the program's success in providing real benefits to the community.

2.6 Implementer Competence (What is the knowledge, skills, and professionalism of the Jambi Fuel Terminal CSR team in implementing the program?)

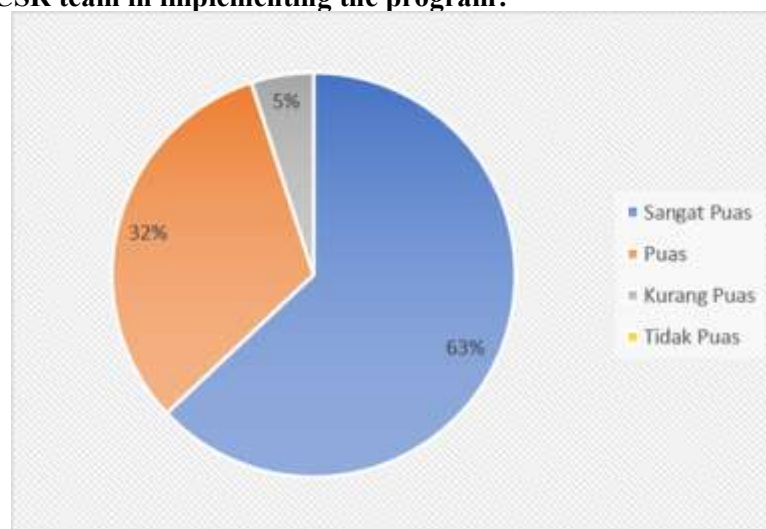


Diagram 6. Program Implementer Competencies



Based on data from Diagram 6, community assessments of the competency of the Kampung JEMARI program implementers showed excellent results and reflected a high level of professionalism from the team. The very satisfied category achieved the highest percentage, at 63%, indicating that more than half of respondents felt the implementation team was not only competent but also capable of providing services that exceeded community expectations.

The Satisfied category followed with 32%, meaning that almost half of the respondents assessed the Jambi Fuel Terminal CSR team as having adequate knowledge, skills, and professionalism in implementing the program. The Less Satisfied category was only 5%, indicating that a small number of respondents may still feel that the implementers need to improve certain aspects, such as the depth of the material, communication approach, or speed of response in dealing with problems in the field. The Dissatisfied category was recorded at 0%, indicating that no respondents assessed the implementers' competence as being at a poor level.

Combined, the satisfaction rate in the Satisfied and Very Satisfied categories reached 95%, indicating a very high level of public acceptance of the CSR team's capacity and professionalism. These results demonstrate that the program implementers' performance is already in the excellent category, with technical, communication, and managerial capabilities deemed effective by the community.

2.7 Implementer Behavior (What is the attitude of the Jambi Fuel Terminal CSR team in the JEMARI Village program towards the community?)

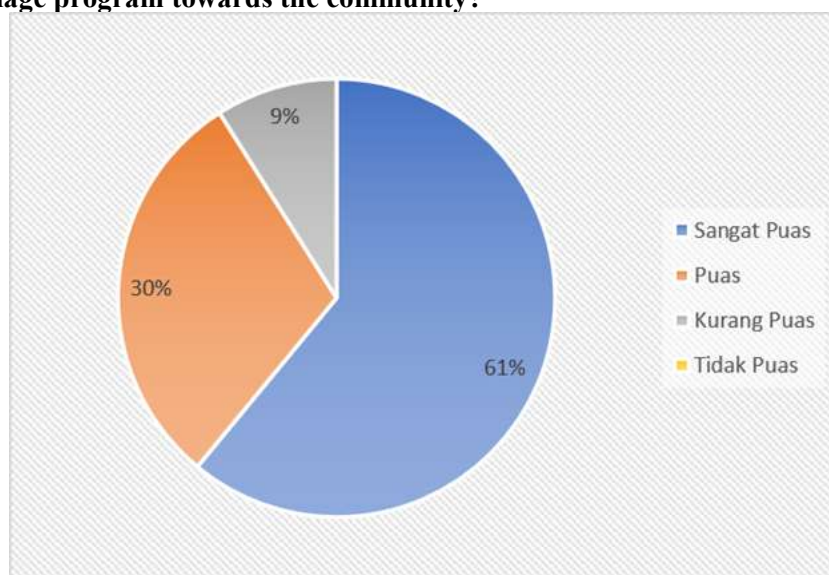


Diagram 7. Program Implementer Behavior

The data in diagram 7 shows that the community's assessment of the program implementers' behavior showed very good and almost perfect results. The Very Satisfied category obtained the highest percentage, namely 61%, indicating that the majority of respondents considered the attitude of the Jambi Fuel Terminal CSR team to be very friendly, polite, responsive, and showed high concern for community needs. The Satisfied category reached 30%, which means that more than a third of respondents also felt quite satisfied with the implementers' behavior, although there may still be some things that could be improved to further enhance the interaction. The Less Satisfied and Dissatisfied categories recorded 9%, meaning that there were several respondents who felt that the implementers' attitude was less than good.

Overall, the community satisfaction rate for this indicator reached 91% (satisfied and very satisfied). This demonstrates that the Jambi Fuel Terminal CSR team is not only technically competent but also capable of maintaining harmonious social relations through professionalism, communication, and respect for the community as partners in program implementation.



2.8 Facilities and Infrastructure (What is the condition of the availability of supporting facilities and accessibility of the program for the community?)

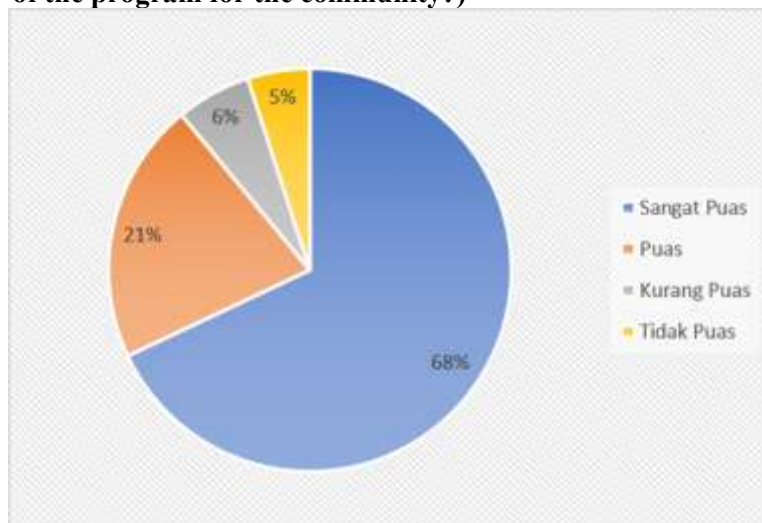


Diagram 8. Program Facilities and Infrastructure

Based on diagram 8, it shows that the facilities and infrastructure indicators have a very high level of public satisfaction, indicating that the supporting facilities and accessibility of the program have been running well. The very satisfied category obtained the highest percentage, namely 68%, respondents assessed the availability of facilities and infrastructure as very adequate, easily accessible, and support the smooth implementation of the program. The Satisfied category reached 21%, which means that more than half of the respondents felt quite satisfied with the condition of the facilities and infrastructure, although there may still be room for improvement in certain aspects such as comfort, capacity, or completeness of facilities. The Less Satisfied category was in second place, namely 6%, indicating that it is necessary to evaluate and improve the condition of facilities and access for the community. Dissatisfied was recorded at 5%, which means that there were respondents who felt that the facilities were less supportive.

Overall, this indicator achieved an 89% satisfaction rating (a combination of Satisfied and Very Satisfied). This achievement confirms that the facilities and infrastructure provided by the Kampung Jemari program meet community needs and contribute significantly to the program's effectiveness.

2.9 Aspiration & Complaint Management (What is the company's mechanism for receiving, following up, and responding to suggestions, input, and complaints from program-supported groups?)

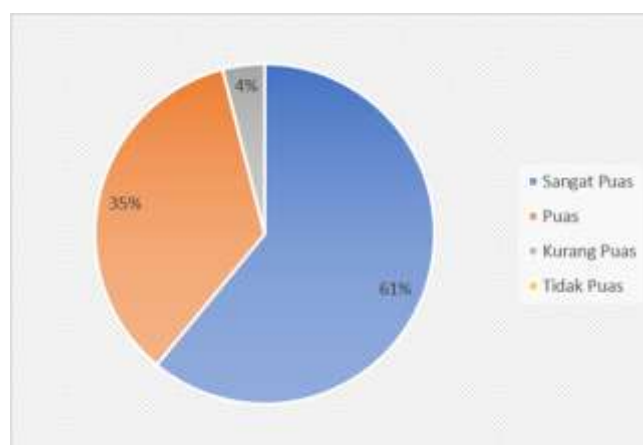


Diagram 9. Management of Aspirations and Complaints



Based on Diagram 9, public assessment of the aspect of aspiration and complaint management shows quite good results, although there is still significant room for improvement. The Very Satisfied category achieved the highest percentage at 61%, the Satisfied category reached 35%, and the Less Satisfied and Dissatisfied categories recorded 4%, indicating that a small portion of the public felt the mechanism was still less responsive or did not fully meet their needs.

The Satisfied and Very Satisfied categories reached 96%, indicating that the majority of the public is quite satisfied with the aspiration management mechanism. However, the 4% of respondents who expressed dissatisfaction to dissatisfaction require serious attention. This finding indicates that although the aspiration management system is in place, challenges remain in terms of response speed, clarity of follow-up, and transparency in problem resolution. Therefore, the company needs to strengthen its two-way communication system with the public and ensure that all public input is properly followed up and the results are communicated openly.

The community satisfaction score can be obtained by multiplying each element's average score by the weighted average score (NRR x 0.071). Based on the data in the appendix, the overall Community Satisfaction Index (IKM) for the Kampung Jemari Program was 3.502. The following is the average score for the service indicators in the Kampung Jemari Program:

Table 5. Average Value (NRR) of Service Indicators

No	Service Indicators	NRR Indicator	Unit Performance
1.	Program Requirements	3,08	Good
2.	Program Procedures	3,20	Good
3.	Program Time	3,32	Very good
4.	Program Fees	3,68	Very good
5.	Program Output Quality	3,40	Very good
6.	Program Implementation Competencies	3,80	Very good
7.	Program Implementer Behavior	3,64	Very good
8.	Program Facilities and Infrastructure	3,56	Very good
9.	Aspiration & Complaint Management	3,84	Very good

Thus, the Community Satisfaction Index value for the Kampung Jemari program implemented by PT Pertamina Patra Niaga Fuel Terminal Jambi was obtained. The results can be concluded as follows:

a. IKM value after conversion = Index Value x Weighted Value

$$= 3,50 \times 25$$

$$= \mathbf{87,55}$$

b. Quality of Service = A

c. Program Service Performance = **Very Good**

Based on the calculations above, the overall Public Satisfaction Index for the 2025 program can be concluded to be in good condition. **VERY GOOD**.

4. CONCLUSION

Based on the assessment results, the JEMARI Village Program obtained a Community Satisfaction Index (IKM) with the predicate "**Very good**", indicating that the public is generally satisfied with the program's implementation. The program received a satisfaction index score of 3.5, with a conversion rate of 88%. The survey involved 90 respondents who were program beneficiaries. This score reflects that the public feels the program has been running well, although there are still areas that require evaluation.

The Program Cost and Program Implementer Competence indicators were rated with the highest satisfaction by the community. This indicates that program implementation has prioritized the principles of transparency and accountability, thereby building public trust in the company as the program organizer and providing tangible benefits to daily life. The Program Requirements and Procedures indicator recorded the lowest satisfaction index value. This indicates that a significant



number of people still encounter obstacles in understanding or following the program implementation process. Therefore, this aspect requires further attention and evaluation to provide a more in-depth understanding for the community.

Overall, the implementation of the Kampung Jemari Program was assessed as very successful, with a positive level of satisfaction. Although improvements are still needed, particularly regarding the Program Requirements and Procedures, the program's implementation and impact have significantly contributed to improving the well-being of the community in Sijenjang Village. This conclusion indicates that the program has been quite effective, and follow-up and adjustments will be made to meet community needs to increase satisfaction with the program.

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