

# The Influence of Corporate Social Responsibility Goal, Corporate Social Issues, Corporate Relation Programs on Community Wellness

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**Abstract:-** The purpose of this study is to determine the effect of CSR Goals, Corporate Social Issues, and Corporate Relations Programs on Community Welfare. The population in this study is the community of water users of the Regional Drinking Water Company (PDAM) Malang Regency in Poncokusumu District, T Crafts District and Pakis District, Malang Regency, by taking a sample of 100 people. Multiple linear regression and hypothesis testing are the analytical methods used, and the results show that the CSR Goal has an effect on the Welfare of the Community. Corporate Social Issues affect the Welfare of Community Life. The Corporate Relations Program has a significant effect on Community Life Welfare.

**Keywords:-** CSR Goal, Corporate Social Issues, Corporate Relation Program, dan Social Welfare.

## I. INTRODUCTION

Corporate Social Responsibility (CSR) globally as a charitable or charitable activity or voluntary gesture carried out by the company. However, the new CSR paradigm leads to a form of commitment from a company in carrying out responsibility or reciprocity, not only interpreted (as feed back) to society and the environment as well as sustainable independent economic development. For example, modifying business as an usual and providing micro credit specifically to the poor as a form of "poverty alleviation business". The birth of this paradigm is in line with the birth of the concept of sustainable development. This awareness was born and developed as a duty and responsibility that must be carried out, given the emergence of various conflicts and social gaps between workers and company owners, as well as communities around the work environment, one of which is by using CSR.

Corporate Social Responsibility is a form of commitment by the company or the business world in contributing to sustainable economic development and focusing on economic, social, and environmental aspects (Warsono & Ardianto, 2015). In Indonesia, the obligations in implementing CSR are regulated in Law no. 40 of 2007 regarding Limited Liability Companies and in PP No. 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies, Regulation of the Minister of BUMN Number PER -03 / MBU / 2016 concerning the

Partnership Program and the Community Development Program for State-Owned Enterprises. Based on these laws, social and environmental responsibility is a form of the company's commitment to participate in sustainable economic development, and improve the quality of life and the environment that is beneficial to the company internally and externally, the local community, and society in general. However, it seems that this is still not fully implemented by existing companies, this can be seen from the conclusion of the hassle of research conducted by (Fauzi & Idris, 2010) In the three BUMN companies, most of the charity or social assistance was given when the BUMN was still charity (charity) rather than philanthropic. The assistance is still focused on meeting immediate needs and has not been able to touch the strategic economic aspects of community development around the working area. Although normatively CSR implementation is driven by awareness of social responsibility, in its implementation it is still overshadowed by a positive image from the company. So that it can be seen that the Company in general does not yet have a strategic plan or blueprint for comprehensive program implementation for program implementation.

Based on the data collected by researchers from various sources, it provides an illustration that the implementation of CSR in Indonesia, especially in Malang Regency, is still largely charitable and as a means of forming a positive corporate image, it is not entirely a desire to build a sustainable economy in the communities around its operating area This is actually the most primitive form of implementing its social responsibility, whereas if a company is involved in sustainable economic development through CSR in the long term, it will benefit in the form of trust from its stakeholders (corporate image) in the company concerned. This is also in accordance with the mandate of the World Summit on Sustainable Development (WS-SD) in Johannesburg, South Africa 2002 which agreed to implement Corporate Social Responsibility (CSR) which is aimed at encouraging all companies in the world to create a sustainable development. ) in order to realize the welfare of society.

(Mapisangka, 2009) also conveying the importance of CSR to the welfare of the community, he stated that the company's business environment is that the people around the company are basically the parties that need to be appreciated. This appreciation can be realized in the form

of increasing their welfare through community empowerment activities carried out with the company's CSR activities, this is because companies and communities are basically a unitary element that can maintain the sustainability of the company itself. In this case, the role of company management is very important in an effort to formulate various CSR activities of the company, so that there is a mutual symbiotic relationship between the company and the wider community. In the end, the company's CSR activities are expected to increase community empowerment.

Therefore, the Regional Drinking Water Company (PDAM) Malang Regency which is located at Jl. Raya Kb. Agung, Karang Sono, Kebonagung, Kec. Pakisaji, Malang, East Java 65162, as a company that has a vision as a regional company that is committed to contributing to the realization of the Millennium Development Goals (MDGs), one of the targets to be achieved is to reduce poverty and environmental degradation in Malang Regency in a sustainable manner. In order to participate in the welfare of the people in Malang Regency. The Regional Drinking Water Company in Malang Regency also implements the Corporate Social Responsibility (CSR) program as a form of company commitment towards the welfare of the people in Malang Regency, it is interesting to study the extent to which the Regional Drinking Water Company in Malang Regency implements its CSR programs related to corporate social responsibility goal which is the goal of corporate social care to increase the company's role in the social community, because the existence of a company cannot stand alone without support from the community. This company's concern is obtained by seeing how the company's ability to capture corporate social issues that continues to develop along with the dynamics that occur in social life, these social issues develop as a manifestation of changes in people's perspective of life that the company must respond to. Companies can respond to these social issues by implementing corporate relations programs as an effort of the company to stay close to the community, so that the company is no longer seen as an outside part of society but the company has become part of the community itself.

Based on the foregoing, this research wants to explore, study, then conduct research to obtain information, data and conclusions related to the influence of corporate social responsibility (CSR) which consists of corporate social responsibility goals, corporate social issues, corporate relations. program carried out by the Regional Drinking Water Company (PDAM) TIRTA Kanjuruhan Malang Regency on the welfare of the community.

## II. LITERATURE REVIEW

### ➤ *CSR Goal*

CSR implementation is carried out in such a systematic, structured and periodic way. The goal of CSR is always to prioritize vital issues faced by society in improving their welfare, including in the fields of religion, economy, education and health. These objectives can be implemented based on the company's vision and mission.

Based on these CSR objectives, the implementation of the company's CSR will follow the direction of the company's interests in the midst of the environmental community. These CSR goals include goals in the framework of educational, economic, moral, philanthropic (generosity) responsibility and goals in legal responsibility.

*The Corporate Social Responsibility Goal is the company's goal of carrying out CSR programs to improve the company's image and improve the welfare of the community in accordance with the company's vision and mission.*

### ➤ *Corporate Social Issues*

Social issues will continue to develop in line with the dynamics that occur in social life. These social issues have developed as a manifestation of a change in people's perspective of life which the company must immediately respond to. The company's inability to capture social issues developing in the community will have an impact on clashes that occur in the midst of the community's social life. Especially in the current world economic crisis, labor issues, government and company communication, and even worker relations within the company itself will be disrupted from the emergence of social issues in society.

In this case according to Giddens (in Mapisangka 2009) the impact of globalization that occurs does not only have an economic dimension but also has a political, technological and cultural dimension. This thinking will also influence how entrepreneurs think about their business strategies. The company is no longer seen as an outside part of society but the company is already part of the community.

Corporate Social Issues are problems of a company related to the surrounding environment (social responsibility) which affect both the company and society. Social issues will continue to evolve along with the times as a manifestation of changes in people's perspective that the company must respond to.

### ➤ *Corporate Relation Program*

Implementation of the CSR program is the realization and actualization of the company's efforts to stay close to the community. According to (Tuan, 2012) Basically, CSR is an important element in the sustainability framework which includes economic, environmental and socio-cultural aspects which are an important process in managing business costs and profits with stakeholders both internally and externally.

The Corporate Relations Program is a form of realization and actualization of the company's efforts to stay close to the community. The CSR program is a response to the real needs of the community for meeting the needs of society.

### ➤ *Public welfare*

Community welfare is a condition that shows the condition of community life which can be seen from the standard of community life.

Whereas in the Law of the Republic of Indonesia No. 11 of 2009 concerning social welfare, what is meant by social welfare is a condition where the material, spiritual, and social needs of citizens are met in order to live properly and be able to develop themselves, so that they can carry out their social functions.

According to Send and Presmann in Rudy Badrudin, public welfare is the number of choices that the community has and the freedom to choose between these options and will be maximum if people can read, eat, give their voting rights.

According to (Mapisangka, 2009), community welfare is a condition where basic needs are fulfilled, which is reflected in a decent house, adequate clothing and food needs, cheap and quality education and health costs or conditions where each individual is able to maximize his utility with a certain level and conditions where physical and physical needs are met and spiritual.

The concept of welfare can be divided into individual welfare and social welfare. Individual welfare is a way of relating welfare to individual choices objectively. The choice that the individual makes as an objective test is to compare the welfare of the individual in different situations. Social welfare is a way of relating welfare by adding up the satisfaction of all individuals in society.

Based on various welfare theories according to the experts above, what is meant by community welfare is a condition in which people can fulfill their needs both materially and non-materially in the form of the need for clothing, food and shelter, an increase in income and the availability of supporting facilities for social needs such as health, education and religion to meet community needs in carrying out daily activities.

### ➤ *Research Concept Framework*

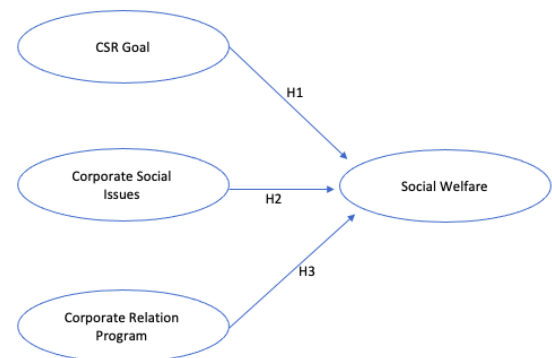


Fig 1:- Conceptual Framework of Research

### ➤ *Hypothesis*

H1: It is suspected that the Corporate Social Goal (X1) variable has an influence on community welfare (Y).

H2: It is suspected that the Corporate Social Issue (X2) variable has an influence on the welfare of the community (Y).

H3: It is suspected that the Corporate Relations Program (X3) variable has an influence on the welfare of the community (Y).

### ➤ *Method*

This research includes correlation research. Correlation research conducted by researchers to find out the level of relationship between two or more variables, without making changes, additions, or manipulation of existing data (Arikunto, 2010: 4), as well as causality research design was compiled to examine the possibility of causality relationships between variables (Sanusi, 2017: 14). This study intends to analyze the influence of corporate social responsibility which includes Corporate Social Responsibility Goal (X1), Corporate Social Issues (X2), and Corporate Relations Program (X3) on community welfare. The research was conducted at the Regional Drinking Water Company, Malang Regency, which is located at Jl. Raya Kb. Agung, Karang Sono, Kebonagung, Kec. Pakisaji, Malang, East Java 65162. and in the surrounding areas, namely the sub-districts of Pakisaji, Bululawang, T Kerajinan, Tumpang Malang Regency. The population in this study is the community of water users of the Regional Drinking Water Company (PDAM) Malang Regency in Poncokusumu District, T Crafts District and Pakis District, Malang Regency. The sampling method was carried out using purposive sampling method, namely the method of determining the sample in accordance with the specified characteristics (Sujarweni Wiratna, 2015). The criteria set for the sample are people who have lived in the research location and employees with a service period of more than 1 year. This criterion is taken because the research problem is about the welfare of the community, meaning that it must be sustainable so that the level of satisfaction can be assessed whether each year is increasing or tends to decrease. Community and employees of adult (productive) age so that the reasons put forward are expected to have more weight. In this study the researchers set a sample quota of 100 respondents.

**III. RESULTS AND DISCUSSIONS**

❖ *Regression Analysis*

Multiple linear analysis is an analytical tool used to determine the effect of the independent variable and the dependent variable. The independent variable consists of corporate social responsibility goals (X1), corporate social issues (X2) and corporate relation programs (X3) while the dependent variable is the welfare of the community (Y). Ghozali's (2012) multiple linear analysis equation is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

The results of regression can be seen in the following table:

Model	Standardized Coefficients	Q	Sig.
	Beta		
CSR GOAL (X1)	0,316	4,155	0,000
Corporate Social Issues (X2)	0,302	3,803	0,000
Corporate Relation Program (X3)	0,312	4,294	0,000
<i>Dependent Variables</i>	<b>Village Apparatus Performance (Y)</b>		
Constant		0.312	
R		0.757	
R <sub>2Adjusted</sub>		0,560	
F <sub>count</sub>		43,036	
<i>Probability</i>		0,000	
<i>Result</i>	Y = 0.992 + 0.334X <sub>1</sub> + 0.230X <sub>2</sub> + 0.253X <sub>3</sub> + e		

Table 1:- Regression Equation  
Source: Processed Primary Data (2020)

Regression results showed that CSR Goal (X1), Corporate Socila Issues (X2), and Corporate Relation Program (X3) had a significant effect on Social Welfare (Y), evidenced by a significantly smaller value than alpha (0.05) or (5%). The amount of R<sub>2</sub> or R<sub>square</sub> in the Model Summary table is 0.757, this indicates that the contribution or contribution of X<sub>1</sub>, X<sub>2</sub>, and X<sub>3</sub> to Y is 75.7%, while the remaining 24.3% is the contribution of other variables not included in this study. Meanwhile, the value e = √(1-0.757) = 0.493

To find out if the regression model above is correct or wrong, a hypothesis test is required. Hypothesis test using the number F as the output result of regression model I obtained the result of calculating F 43,036 with a significant value of 0.000, this means 0.000 < 0.05 then Ho is rejected and H1 received means there is a relationship between CSR Goal, Corporate Social Issues, and Corporate Relation Program to the Social Welfare on PERUMDA Tirta Kanjuruhan Kabupaten Malang.

❖ *Discussion*

Furthermore, the test results of this research discussion are as follows:

➤ *The Influence of CSR Goal on The Social Welfare on PERUMDA Tirta Kanjuruhan Funds*

From the results of analysis that has been done with SPSS resulted :

The CSR program has been directed at achieving corporate social goals that have been revealed in the company's vision and mission in carrying out CSR. These goals include goals in educational, economic, moral, philanthropic responsibility, and goals in legal responsibility. In accordance with the theory of legitimacy, companies always try to adjust their activities to the expectations of society so that the company can be accepted by society. And the company is recognized as having made a positive contribution to society and its stakeholders,(Yuliyanti, 2019).

Based on the results of the regression analysis that has been carried out on the t test, it can be seen that there is a significant influence between the variable corporate social responsibility goal on the welfare of the community who receives the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency with the t count > the t table (α < 0.05), and the coefficient value of the corporate social responsibility goal variable is also positive, this means that the corporate social responsibility goal has a positive and significant impact on the welfare of the community receiving the corporate social responsibility program from the Regional Water Supply Company. Poor.

The results of this study are also supported by previous research conducted by (Finarti & Putra, 2015) with the title Analysis of the Implementation of Corporate Social Responsibility (CSR) on Improving Community Welfare in an Islamic Economic Perspective (Study at PT. Telkom Majapahit Bandar Lampung), which states that the Corporate Social Responsibility (CSR) program has an effect on improving people's welfare, this is in line with the results Research conducted by Lena Epriliana (2017) with the title Implementation of Corporate Social Responsibility for Community Welfare (Case Study of Multi Mart Batang Hari Lmpung Timur), states that the Multi Mart Batanghari East Lampung corporate social responsibility program affects the welfare of the community. Research result (Suparno et al., 2016) with the title Analysis of the Effect of CSR Implementation on Social Welfare at BMT Harapan Umat Kudus, also supporting the results of this study, namely stating that corporate social responsibility goals for community welfare, as well as (Yuniarti Wahyuningrum, Irwan Noor, 2014) with the research title The Effect of Corporate Social Responsibility Program on Increasing Community Empowerment (Study of CSR Implementation PT. Amerta Indah Otsuka Pacarkeling Village, Kejayan District, Pasuruan Regency) states that there is an influence of Corporate Social Responsibility (CSR) on increasing community empowerment.

The items that have a dominant role in the variable corporate social responsibility goal in the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency that must be maintained and maintained are the efforts carried out by the Regional Drinking Water Company of Malang Regency which always cares for the welfare of the community by always carry out the corporate social responsibility program because a good company is a company that also thinks about and cares for its consumers and the Regional Drinking Water Company of Malang Regency takes that part so that the community will be more loyal to the Regional Drinking Water Company in Malang Regency. However, there are items from the corporate social responsibility goal of the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency that need more attention to be improved is the perception of the community who still sees the Regional Drinking Water Company of Malang Regency in terms of the company's efforts to complete the welfare of the community. So that socialization related to corporate social responsibility activities or programs carried out by the company is needed because no matter how good the activities or corporate social responsibility programs carried out by the company are not properly conveyed, the community will assume according to what they know, so that the exclusion of regional companies Malang Regency Drinking Water for the welfare of the community is also conveyed well to the community.

So it is hoped that all items related to the variable corporate social responsibility goal felt by the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency must always be maintained and always improved in the future due to the implementation of corporate social responsibility goals carried out by the Regional Water Supply Company in the Regency. Malang is linear with the level of welfare perceived by the community, especially the corporate social responsibility goal variable has a dominant effect on the welfare of the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency. This is also reinforced in the results of this study which illustrates that the variable corporate social responsibility goal carried out by the Regional Drinking Water Company in Malang Regency can have a positive and significant effect on the welfare of the community receiving the corporate social responsibility program from the Regional Water Company (PDAM) Malang Regency.

➤ *The Influence of Corporate Social Issues on The Social Welfare on PERUMDA Tirta Kanjuruhan Funds*

From the results of analysis that has been done with SPSS resulted:

Social issues will continue to develop in society in line with the dynamics that occur in social life. These social issues develop as a manifestation of changes in the way of life of the community that the company must respond to

immediately. After the community receives information about CSR activities, the community provides feedback in the form of criticism, suggestions, and responses. Feedback from the community gives an indication for the company whether the company's activities are in accordance with the values that exist in the community. In order for the company to be accepted by the community, the company will continue to carry out strategies to reduce the legitimacy gap (Palupi et al., 2017).

Based on the results of the regression analysis that has been carried out on the t test, it can be seen that there is a significant influence between the variable corporate social issues on the welfare of the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency with the  $t_{count} > t_{table}$  ( $\alpha < 0.05$ ), and the coefficient value of the corporate social issue variable is also positive, this means that corporate social issues have a positive and significant impact on the welfare of the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency.

The results of this study are also supported by previous research conducted by (Naufalia et al., 2016) with the title Analysis of the Implementation of Corporate Social Responsibility (CSR) on Improving Community Welfare in an Islamic Economic Perspective (Study at PT. Telkom Majapahit Bandar Lampung), which states that the Corporate Social Responsibility (CSR) program has an effect on improving people's welfare, this is in line with the results research conducted by (Rita, 2019) with the title Implementation of Corporate Social Responsibility for Community Welfare (Case Study of Multi Mart Batang Hari Lampung Timur), states that the Multi Mart Batanghari East Lampung corporate social responsibility program has an effect on community welfare, as well as (Yuniarti Wahyuningrum, Irwan Noor, 2014) with the research title The Effect of Corporate Social Responsibility Program on Increasing Community Empowerment (Study of CSR Implementation PT. Amerta Indah Otsuka Pacarkeling Village, Kejayan District, Pasuruan Regency) states that there is an influence of Corporate Social Responsibility (CSR) on increasing community empowerment. However, it is different from the results of Farida's research (2019) entitled Analysis of the Effect of CSR Implementation on Social Welfare at BMT Harapan Umat Kudus, which states that corporate social issues do not have a significant effect on community welfare.

The items that have a dominant role in the variable of corporate social issues in the community receiving the corporate social responsibility program from the Regional Drinking Water Company in Malang Regency that must be maintained and maintained are the approach taken by the Regional Drinking Water Company in Malang Regency in distributing CSR appropriately to the community because The Regional Drinking Water Company of Malang Regency in distributing CSR has conducted a survey first so that the CSR distributed can be right on target. In addition, the Regional Drinking Water Company of Malang

Regency can also win well in relation to issues felt by the community, especially issues related to the welfare of the community so that it is from this sensitivity that the Regional Drinking Water Company (PDAM) of Malang Regency distributes corporate social responsibility programs the main goal is to prosper the community.

So it is hoped that all items related to the variable corporate social issues felt by the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency must always be maintained or maintained and always improved in the future due to the implementation of corporate social issues carried out by the Regional Drinking Water Company in the Regency. Malang is linear with the level of welfare perceived by the community, this is also reinforced in the results of this study which illustrates that the variable corporate social issues carried out by the Regional Drinking Water Company in Malang Regency can have a positive and significant effect on the welfare of the community receiving the corporate social responsibility program from Regional Drinking Water Company in Malang Regency.

➤ *The Influence of Corporate Relation Program on The Social Welfare of PERUMDA Tirta Kanjuruhan Funds*

Basically CSR is an important element in the framework of sustainability which includes economic, environmental and socio-cultural aspects which are an important process in managing the costs and benefits of business activities with stakeholders both internally (workers, shareholders, and investment), and externally (institutional, general arrangements, community members, civil society groups and other companies). The CSR program which takes place regularly and scheduled is expected to give a positive response and the company will gain recognition that the company has social values that contribute positively to the community and stakeholders. (Mapisangka, 2009).

Based on the results of the regression analysis that has been carried out on the t test, it can be seen that there is a significant influence between the variable corporate relation program on the welfare of the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency with the t value > the t table ( $\alpha < 0.05$ ), and the coefficient value of the corporate relations program variable is also positive, this means that the corporate relation program has a positive and significant impact on the welfare of the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency.

The results of this study are also supported by previous research conducted by (Ali Syukron, 2015) with the title Analysis of the Implementation of Corporate Social Responsibility (CSR) on Improving Community Welfare in an Islamic Economic Perspective (Study at PT. Telkom Majapahit Bandar Lampung), which states that the Corporate Social Responsibility (CSR) program has an

effect on improving people's welfare, this is in line with the results research conducted by (Fauziah & Fahrizi, 2016) with the title Implementation of Corporate Social Responsibility for Community Welfare (Case Study of Multi Mart Batang Hari Lampung Timur), states that the Multi Mart Batanghari East Lampung corporate social responsibility program affects the welfare of the community. The results of the study (Arli & Lasmono, 2010) with the title Analysis of the Effect of CSR Implementation on Social Welfare at BMT Harapan Umat Kudus, also support the results of this study, namely that corporate relation programs have an effect on people's welfare, as well as (Yuniarti Wahyuningrum, Irwan Noor, 2014) with the research title The Effect of Corporate Social Responsibility Program on Increasing Community Empowerment (Study of CSR Implementation PT. Amerta Indah Otsuka Pacarkeling Village, Kejayan District, Pasuruan Regency) states that there is an influence of Corporate Social Responsibility (CSR) on increasing community empowerment..

The items that have a dominant role in the variable corporate relation program in the community receiving the corporate social responsibility program from the Regional Drinking Water Company of Malang Regency that must be maintained and maintained are the approach taken by the Regional Drinking Water Company in Malang Regency which has become part of development in life. society because in this way people will feel closer to the Regional Drinking Water Company in Malang Regency which in the end will always be an integral part of the company. However, there are items from the corporate relation program to the community receiving the corporate social responsibility program from the Regional Drinking Water Company in Malang Regency that need more attention to be improved by the company. This is the perception of the community that still sees Malang Regency Drinking Water Company in carrying out corporate social responsibility program activities less involving various parties, so that there are some people who feel that they are not involved in the corporate social responsibility program carried out by the company, this is very important because by involving various parties or the community, the community will also have the same sense of maintaining and caring for them so that the goal of the welfare of the community is easier to materialize.

So it is hoped that all items related to the variable corporate relation program felt by the community receiving the corporate social responsibility program from the Regional Drinking Water Company in Malang Regency must always be maintained and always improved in the future because the implementation of the corporate relation program carried out by the Regional Drinking Water Company in Malang Regency is linear. With the level of welfare felt by the community, this is also reinforced in the results of this study which illustrate that the variable corporate relation program carried out by the Regional Drinking Water Company in Malang Regency can have a positive and significant effect on the welfare of the community receiving the corporate social responsibility

program from the Regional Company. Drinking Water (PDAM) Malang Regency.

#### IV. CONCLUSION

Following are the conclusions based on the results of the analysis and discussion carried out in the previous chapter regarding the influence of Corporate Social Responsibility which includes corporate social responsibility goals, corporate social issues, corporate relation programs on the welfare of the community at the Regional Drinking Water Company in Malang Regency, among others: It has been done to show that there is a significant influence between the independent variables partially on the dependent variable, meaning that the independent variables consisting of corporate social responsibility goals, corporate social issues and corporate relation programs, if connected partially, have a significant impact on the welfare of the community receiving corporate social responsibility from the Regional Drinking Water Company in Malang Regency.

The results of the analysis that have been carried out also show that there is a significant influence between the independent variables simultaneously on the dependent variable, meaning that the independent variables consisting of corporate social responsibility goals, corporate social issues and corporate relation programs, if connected simultaneously have a significant impact on welfare. life of the community who receive corporate social responsibility from the Regional Drinking Water Company in Malang Regency.

The results of the analysis also show that the beta coefficient ( $\beta$ ) of each independent variable consisting of corporate social responsibility goals, corporate social issues and corporate relation programs shows that the corporate social responsibility goal variable has a dominant influence on the welfare of the community receiving corporate social responsibility. from the Regional Drinking Water Company (PDAM) Malang Regency.

While the value of the coefficient of determination (Adjusted R Square) is known that collectively the independent variables consisting of corporate social responsibility goals, corporate social issues and corporate relation programs contribute 56% to the welfare of the community receiving corporate social responsibility from the Regional Water Company. Malang Regency, while the rest is influenced by other variables that are not included in this study.

Based on the results of research conducted on corporate social responsibility recipients from the Regional Drinking Water Company of Malang Regency, several suggestions are obtained as follows: By looking at the results of the analysis that has been carried out, it is suggested that the dominant variable has an effect on the welfare of the community receiving the corporate social responsibility program from the Company. The Regional Drinking Water of Malang Regency is a corporate social

responsibility goal, therefore it is hoped that the stakeholders in the Regional Drinking Water Company of Malang Regency can maintain and always improve the items of corporate social responsibility goals in implementing the corporate social responsibility program because the community is very sensitive to companies that have exceptions for the welfare of life in society.

In order to improve the implementation of corporate social responsibility in the future, the Regional Drinking Water Company of Malang Regency is expected to increase cooperation with various parties and involve more people so that more people feel the corporate social responsibility of the Regional Drinking Water Company in Malang Regency, so that more the community involved, the more people who will be prosperous because the provision of CSR can also be used for the development of regional superior products (Aristanto et al., 2020)(Yulina & Eka Susanti, Pridson Mandiangan, 2019).

The Regional Drinking Water Company (PDAM) of Malang Regency should also carry out more massive socialization related to the corporate social responsibility program carried out, because there are still some people who still do not know at all that the Regional Drinking Water Company in Malang Regency has a corporate social program. responsibility, this can be done by utilizing existing social media (Olivia & Putri, 2019). The important thing is that the CSR program is expected to develop and improve the local economy of the community to achieve a better level of welfare (Pranoto & Yusuf, 2016)(Hidayatullah & SBW, 2011).

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