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Implementation of PT. Timah Tbk CSR Program in Improving the Quality of Sustainable Education

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Abstract

Education is one of the key factors in the development of a nation. Good quality education not only contributes to the improvement of human resources but also plays an important role in promoting economic growth and community welfare. In Indonesia, the challenges in improving the quality of education are still enormous, especially in less developed areas. Many schools still lack adequate facilities, resources and support to create an optimal learning environment. Many people believe that industrial companies can provide various positive benefits to the environment and society. One way to demonstrate the company's commitment is through Corporate Social Responsibility (CSR), which plays a crucial role in developing the social environment around the company. Through CSR, the development of the community can be in line with the progress of the company. In recent years, PT Timah has conducted several CSR programs that focus on improving the quality of education, including the development of educational infrastructure, provision of learning facilities, and training for teachers. Researchers used a quantitative approach with the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis method. The test results show statistical calculations using Structural Equation Model (SEM-PLS) analysis to determine the perception & level of community participation in CSR programs carried out by PT Timah Tbk in the context of education as a mediating variable with a percentage of 96.3% while the remaining 3.7% is explained by other variables outside this study.

Keywords: Corporate Social Responsibility (CSR), Continuing Education, Community Participation, Structural Equation Model (SEM-PLS).

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INTRODUCTION

Education is one of the key factors in the development of a nation. Good quality education not only contributes to the improvement of human resources but also plays an important role in promoting economic growth and community welfare. In Indonesia, the challenges in improving the quality of education are still enormous, especially in less developed areas. Many schools still lack adequate facilities, resources and support to create an optimal learning environment.

Many people believe that industrial enterprises can provide various positive benefits to the environment and society. They argue that businesses can improve welfare through job creation, production of goods, contribution to government revenue through taxes, and provision of funds for charitable donations when needed. In addition, companies can also have a favorable impact on the surrounding community. However, despite the many positive impacts, companies often seek to achieve their goals in ways that can have a negative impact on the environment. Some of these negative impacts include air pollution, poisoning due to exploitation of natural resources, noise from production machinery, and various other issues. A company is inseparable from society as part of its external environment. To survive and thrive, businesses and communities need to establish a mutually beneficial relationship. Both act as partners who give and need each other. The synergy between companies and communities greatly influences the success of national development.

One way to demonstrate the company's commitment is through Corporate Social Responsibility (CSR), which has a crucial role in developing the social environment around the company. Through CSR, the development of society can be in line with the progress of the company. This phenomenon has become an important issue for change that creates hope regarding a sense of justice and opens up the possibility of achieving sustainable development. Ideally, corporate social responsibility should be an integral part of corporate policy, viewed as an investment for the future, not just a social cost. Unfortunately, there are still many companies that see social responsibility as a cost burden or a reactive measure to avoid community resistance and environmental impacts.

Corporate social responsibility (CSR) has emerged as a strategy that companies can implement to contribute to improving the quality of education. CSR reflects a company's commitment to behave ethically, contribute to sustainable economic development, and improve the quality of life of its surrounding communities. As a state-owned company engaged in tin mining, PT Timah (Persero) Tbk. has a great social responsibility towards the surrounding community.

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In recent years, PT Timah has conducted several CSR programs that focus on improving the quality of education, including the development of educational infrastructure, provision of learning facilities, and training for teachers. Data shows that PT Timah allocates significant funds for CSR programs, with a large focus on education. For example, in its most recent annual report, PT. Timah noted that CSR spending on education accounted for more than 30% of their total CSR budget, reflecting the company's commitment to supporting sustainable education.

In 2023, the Company has realized sustainable development through various activities and programs for managing economic, educational, light and social aspects. In the aspect of sustainability education, namely the management of human resources (employees) with the training program, which is an average of 56 hours per person in 2022 with an employee engagement index level of 93.47%. In addition, community empowerment programs around Timah's operating areas include the micro & small business funding orifram which focuses on business coaching and development of MSEs and the Community development and empowerment program (PPM) through workshops and sharing sessions. The total investment of the CSR program is 31.79 billion with a total of 903 CSR activities. Evaluation is carried out with a survey to determine the community satisfaction index in 2023 with an IKM value reaching 98.85%. (PT. Timah Tbk., 2023).

However, although various programs have been implemented, there are still challenges in terms of the effectiveness and sustainability of these programs. Many studies show that not all CSR programs produce the expected impact, and ultimately the success of the program depends on community engagement and adaptation to local needs. Therefore, it is important to conduct an in-depth evaluation of the CSR programs run by PT We are committed to improving the quality of sustainable education and identify the various factors that influence the success of these programs. Against this background, this study aims to explore the implementation of PT Timah's CSR programs in improving the quality of sustainable education, analyze the resulting impacts, and provide recommendations for the development of more effective CSR programs in the future.

LITERATURE REVIEW

Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) is the commitment of a company to act ethically and support sustainable development. Various experts have provided different definitions of CSR. One of them is Maignan and Farrell (2004) who state that CSR occurs

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when a company considers and balances the interests of various stakeholders in every decision and action taken. This shows the importance of paying attention to various interests when running a business. Elkington (1997) added that companies that adopt social responsibility should consider three main aspects: profit (the quality of the company), society (the people), and the environment (the planet). This concept is known as the triple bottom line strategy. On the other hand, the Jakarta Consulting Group explains that CSR includes internal responsibilities (towards shareholders and employees) and external responsibilities (towards society and the environment). Internal responsibilities include profitability and employee development, while external responsibilities refer to the company's role in improving welfare and protecting the environment. World Bank Group (2001) and World Business Council for Sustainable Development (2004) define CSR as the ongoing commitment of the business sector to behave ethically and contribute to sustainable development, involving employees, society and the wider community.

Sustainable Education

Sustainable education is a concept that highlights the importance of learning that is oriented towards social, economic and environmental sustainability. In the context of Corporate Social Responsibility (CSR), PT Timah (Persero) Tbk. makes sustainable education one of the main priorities in an effort to improve the quality of education in the surrounding community. This concept is not only limited to Formal education, but also includes the development of skills, knowledge, and attitudes needed to face future challenges. Sustainable education, according to UNESCO (2014), is a learning process that helps individuals and communities understand and face global challenges, and develop the skills and knowledge needed to create a sustainable society. It involves various aspects, including environmental, social, and economic, and focuses on raising individuals' awareness and responsibility towards desirability.

Community Participation

Community participation refers to the involvement of individuals or groups in decision-making processes and activities that affect their lives. According to Arnstein (1969), community participation can be seen as a “ladder of participation”, which describes the level of community involvement from manipulation to full control. Community participation is important to increase transparency, accountability and legitimacy in the decision-making process. According to Putnam (1993), community

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participation can strengthen social networks and increase trust between community members, which in turn can improve quality of life. Various models of community participation have been developed, including active and passive participation models. According to Hart (1992), active participation involves the community in the planning and implementation process, while passive participation is more informative and consultative.

RESEARCH METHOD

In this study, researchers used a quantitative approach with Partial Least Squares (PLS) based Structural Equation Modeling (SEM) analysis method. This study aims to describe how the CSR program implemented by PT Timah Tbk contributes to improving the quality of education. In addition, this study also aims to identify factors that mediate the relationship, such as community involvement. The research time is the period during which the research is conducted, including the preparation, data collection, analysis, and report preparation stages. Research preparation took 1 to 2 months with activities such as designing questionnaires, drafting research proposals, and obtaining permission from relevant parties. Furthermore, continued with data collection with a duration of 1 month with questionnaire distribution activities to respondents, both online and offline. The population in this study consists of individuals involved in the Corporate Social Responsibility (CSR) program implemented by PT Timah including students, teachers, and the community. Based on the results of calculations using the Slovin formula, it is known that the sample size required from a population of 200 with an error rate of 5% is around 133 respondents. This means that to get representative results from the population, researchers need to collect data from 133 individuals.

FINDINGS & DISCUSSION

Descriptive Analysis

The results of data collection by distributing questionnaires online and for secondary data needs. The period of data collection is for 1 (one) month starting from March to April 2025. The number of respondents was 133 respondents and the data was collected with a percentage of 100%.

Characteristics of Respondents Based on Gender

The gender of the respondents of the Corporate Social Responsibility (CSR) program implemented by PT Timah (Persero) Tbk in this study can be seen from the grouping of respondents based on gender as follows:

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Table 1. Gender of Respondents

No.	Gender	Number of Respondents	Presentase (%)
1.	Male	60	45.1%
2.	Female	73	54.9%
Total		133	100

Source: Data Processed by Researchers, 2025

Based on the results of table 8, it can be seen that the most respondents are women with a total of 73 people (54.9%) while male respondents are 60 people (45.1%). This shows that female respondents are more involved in the Corporate Social Responsibility (CSR) program implemented by PT Timah (Persero) Tbk..

Characteristics of Respondents Based on Age

The age of respondents from the research results can be seen from the results of grouping respondents based on age as follows:

Table 2. Age of Respondents

No.	Age	Number of Respondents	Presentase (%)
1.	<20	68	51.1%
2.	20 – 30	3	2.3%
3.	31 – 40	28	21.1%
4.	>40	34	25.6%
Total	133	100	

Source: Data Processed by Researchers, 2025

Based on the results of research that has been conducted to determine the age of the respondents who participated in the Corporate Social Responsibility (CSR) program implemented by PT Timah (Persero) Tbk, the researcher knows that respondents aged <20 years are 68 respondents, then respondents aged 20-30 years are 3 respondents, respondents aged 31-40 years are 28 respondents, and respondents aged >40 years are 34 respondents. Based on the results of research from filling out questionnaires that have been carried out by respondents, researchers argue that respondents aged <20 years

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who follow and are involved in the Corporate Social Responsibility (CSR) program implemented by PT Timah (Persero) Tbk.

Respondent Characteristics Based on Occupation

Respondents of the Corporate Social Responsibility (CSR) program implemented by PT Timah (Persero) Tbk are from various types of jobs as follows:

Table 3. Respondent's Occupation

No.	Occupation	Number of Respondents	Presentase (%)
1.	Student	68	51.1%
2.	Teacher	21	15.8%
3.	Society	44	33.1%
Total	133	100	

Source: Data Processed by Researchers, 2025

The results of the data obtained by the researcher show that the type of work of the respondent profile is from several occupations, students with 68 respondents, then respondents who work as teachers are 21 respondents, and the community is 44 respondents. Based on the findings obtained by researchers in the field that most respondents are students.

Hypothesis Testing (Direct Effect)

Table 4. Direct Influence Test Results

Hypothesis	Path Coefficient	p-value	95% Interval Trust Path Coefficient		f square
			Lower Limit	Upper Limit	
CSR→ Community Participation	0,062	0,031	0,009	0,120	0,051
CSR→ Sustainable Education	0,245	0,029	0,038	0,465	0,047
Community Participation → Sustainable Education	0,930	0,003	0,362	1.501	0,054
Education → Community Participation	0,936	0,000	0,891	0,975	11.414

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Education → Sustainable Education	-0,516	0,053	-1.058	-0,012	0.017

Source: Data Processed by SmartPLS 4, 2025

Based on the results of hypothesis testing above, it is known as follows:

1. The first hypothesis (H1) is accepted. CSR programs significantly influence community response to participation in PT Timah Tbk's CSR activities, fully supporting the path coefficient (0.062) and p-value (0.031 < 0.05). Any change in CSR during the implementation of the educational program will enhance the community's positive response. Within the 95% confidence interval, the influence of CSR on increasing community participation in PT Timah Tbk's activities ranges from 0.009 to 0.120. However, the existence of CSR by PT Timah Tbk to improve educational quality has a high structural influence (f-square = 0.051). The need to optimize CSR programs to improve educational quality in the long term must be balanced with the related participation of the community, students, and teachers so that the developed programs achieve maximum results.
2. The second hypothesis (H2) is accepted. CSR has a significant effect on continuing education with a path coefficient of 0.245 and a p-value of 0.029 < 0.05. Any change in the CSR program in continuing education promotes positive development. Within the 95% confidence interval, the influence of continuing education on community perceptions ranges from 0.038 to 0.465. However, the existence of CSR programs to increase community participation in all activities and events of PT Timah Tbk's CSR program for the success of sustainable education has a moderate impact at the structural level (f-square = 0.047). The need to optimize CSR programs to improve the quality of education in the long term must be balanced with community, student, and teacher participation in this regard so that the developed programs achieve maximum results.
3. The third hypothesis (H3) is accepted. It states that community participation has a significant impact on continuing education (path coefficient: 0.930) and p-value: 0.003 < 0.05). Any change in community participation in its role in the implementation of PT Timah Tbk's CSR program in continuing education will promote positive development. Within the 95% confidence interval, the influence of community perception in continuing education ranges from 0.362 to 1.501. However, the existence of CSR programs to increase community participation in all activities and events of PT Timah Tbk's CSR program to promote sustainable education has a moderate impact at the

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structural level (f-squared = 0.054). The need to optimize CSR programs to improve the quality of education in the long term must be balanced with community, student, and teacher participation in this regard so that the designed programs achieve maximum results.

4. The fourth hypothesis (H4) is accepted, namely, with the significant influence that education can influence community participation in supporting the CSR programs offered by PT Timah Tbk, with a path coefficient of 0.936 and a p-value of 0.000 < 0.05. Within the 95% confidence interval, the influence of education on increasing community perceptions of support for PT Timah Tbk's CSR program ranges from 0.891 to 0.975. However, the presence of education on improving community perceptions of CSR programs has a high impact at the structural level (f-square = 11.414). Optimizing CSR programs with the goal of long-term improvement in educational quality must be balanced with community, student, and teacher participation in this regard so that the designed programs achieve maximum results.
5. The fifth hypothesis (H5) that education in PT Timah Tbk's CSR program has no significant influence on the community's perception of sustainable education, with a path coefficient of -0.516 and a p-value of 0.053 > 0.05, is not accepted. The influence of education on sustainable education ranges from -1.058 to 0.012 within the 95% confidence interval. However, the presence of continuing education in CSR programs has a small impact at the structural level (f-square = 0.017). To improve the quality of education in the long term, the CSR program must be optimized. This must be balanced with community, student, and teacher participation to ensure that the developed programs achieve optimal results.

The Influence of PT. TIMAH Tbk's CSR Education on Community Participation

PT Timah Tbk's CSR education program has succeeded in building togetherness between schools and the community. Data shows an increase in parent attendance at school meetings, volunteer activities, and programs organized by the school. The school committee, which was previously less active, is now a lively forum where parents, teachers, and community leaders discuss educational issues and seek solutions together. One teacher said: "In the past, it was very difficult to gather parents for meetings. Now, they come voluntarily, even providing creative ideas to improve the quality of the school." This involvement not only provides practical support to the school, but also strengthens the community's sense of ownership of education. In addition to active involvement in school activities, the community also shows greater financial support for education. Data

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shows an increase in donations or contributions from the community to support school activities or educational programs. Fundraising activities organized by the community have succeeded in raising significant funds to buy books, school equipment, or improve school facilities. In addition, many people have volunteered to help students from underprivileged families by providing school supplies or transportation costs. This helping hand shows the community's commitment to ensuring that all children have an equal opportunity to receive a quality education.

PT Timah Tbk's CSR education program also includes skills training programs or non-formal education for the community. Data shows an increase in the number of people participating in these programs, such as sewing, computer, or other skills training. These programs not only provide new skills to the community, but also open their horizons to existing economic opportunities. A sewing training participant said: "Before, I was just an ordinary housewife. Now, I can sew clothes and sell them, earning money to help my family." Participation in this training program empowers the community to improve their quality of life and contribute to local economic development. Increased community participation in education, as a result of PT Timah Tbk's CSR program, has a significant positive impact on the local economy. Improved skills and productivity, increased employment opportunities, increased income and welfare, and local economic development are some of the impacts observed.

Skills training programs supported by PT Timah Tbk have succeeded in improving the skills and productivity of the community. Data shows that training participants experienced an increase in income after they began applying their new skills. For example, sewing training participants were able to produce quality clothing and sell them at competitive prices, thereby increasing their income. In addition, computer training programs help communities access information and communicate more effectively, increasing their productivity in various fields. PT Timah Tbk's education CSR program also contributes to increasing job opportunities for the community. The internship program facilitated by PT Timah Tbk provides opportunities for vocational school graduates to gain valuable work experience and increase their competitiveness in the job market. In addition, PT Timah Tbk's education CSR program helps communities access information about job vacancies and get the training needed to meet job requirements.

Improved skills, productivity, and job opportunities ultimately contribute to increased income and community welfare. Data shows that families involved in PT Timah Tbk's education CSR program experienced an increase in average income. This increase in income allows them to improve their quality of life, such as increasing access to health

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services, better housing, and more nutritious food.PT Timah Tbk's education CSR program not only provides individual benefits, but also contributes to the development of the local economy as a whole. The increase in the number of small and medium enterprises established by the community after participating in the skills training program supported by PT Timah Tbk creates new jobs and increases regional income. In addition, PT Timah Tbk's educational CSR program helps improve local economic competitiveness and attract new investment.

The Influence of PT. TIMAH Tbk's CSR Education on Continuing Education

According to GIZ (2021), CSR programs in the education sector will be successful if they are able to integrate local needs with the company's long-term strategy. In the context of PT TIMAH Tbk, the involvement of local communities in designing and implementing programs is a key factor in achieving sustainable impact. PT. Timah Tbk focuses its corporate social responsibility (CSR) activities in the education sector by providing scholarships and school supplies assistance to students. The main targets of this program are students from underprivileged families and those who have academic achievements. This initiative aims to reduce the economic burden on families and encourage children to remain enthusiastic about pursuing education and achieving higher achievements. According to the results of interviews with several informants, PT. Timah Tbk runs various education programs within the CSR framework, such as providing scholarships, stationery, and school uniforms. Priority is given to students who are in need and have achieved. This program is considered capable of easing the economic burden on families and providing positive encouragement for children to stay in school and improve their achievements. Public opinion on this program is quite positive. They feel helped and satisfied with the company's contribution in the field of education. Based on interviews, the CSR program of PT. Timah Tbk is considered to have a real impact, such as increasing children's motivation to learn, strengthening access to education, and financial assistance for families.

The long-term impact of PT TIMAH Tbk's CSR education can be seen from the formation of a more inclusive learning culture, increasing environmental awareness, and synergy between schools, parents, and communities. The active involvement of local communities in educational programs strengthens the social capital that is important in supporting sustainable education. In addition, this program also encourages awareness of the younger generation towards social and environmental issues, which are important foundations for future national development. This is in accordance with the ecopedagogy

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principle introduced by Kahn (2008), which emphasizes that education must lead to the formation of empowered and responsible citizens towards the planet.

In the institutional economic approach, sustainable education requires collaboration between state actors, markets, and civil society (North, 1990). PT Timah Tbk has facilitated community involvement in the education process, both through village deliberation forums, parental involvement in school activities, and program development based on local needs. This participatory model strengthens the sense of community ownership and responsibility for education. This involvement strengthens the values of social capital that are important in the process of sustainable development. According to Putnam (2000), communities with strong social ties and high trust values tend to be more successful in managing social programs, including education.

The Influence of Community Participation on CSR PT. TIMAH Tbk on Continuing Education

Public perceptions of PT Timah Tbk's CSR education program vary depending on their experiences and interactions with the program. Some people feel that the CSR program has provided real benefits, such as increasing access to education and providing scholarships. However, others feel that the program has not fully addressed local needs or has not involved the community enough in planning and implementation. Some people see the CSR program as a form of real social responsibility, while others may be skeptical and consider it an attempt to improve the company's image. Research shows that positive perceptions of CSR can increase public trust and encourage active participation in the programs offered. According to research conducted in Prayun Village, North Kundur District, Karimun Regency, Riau Islands Province, the community has a positive perception of PT Timah's CSR program, especially in economic and social aspects. However, they also emphasize the importance of improving coordination and transparency in program implementation to ensure more equitable and sustainable benefits.

The relationship between public perception and the effectiveness of the CSR program is very important. If the community has a positive perception of PT. TIMAH Tbk's CSR, they tend to be more supportive and participate in the programs. Conversely, if negative perceptions dominate, the CSR program may not be effective. Research shows that community involvement in CSR programs can increase the success of the initiative. One concrete example of PT. TIMAH Tbk's CSR program is their initiative to support education in the Pangkalpinang area. This program not only provides financial assistance,

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but also involves the community in the planning and implementation process. This creates a sense of ownership among the community and increases the effectiveness of the program.

From a development economics perspective, continuing education is a key instrument in creating long-term economic growth through strengthening human capacity (Todaro & Smith, 2015). PT Timah Tbk facilitates various educational activities that encourage social and economic transformation, such as job skills training and entrepreneurship, especially for teenagers around the mining site. Community participation in determining the type of training or educational support makes CSR programs more effective and has a long-term impact. This is in accordance with the capability approach by Amartya Sen (1999), which emphasizes the importance of expanding individual choices and freedom to access education and self-development independently. In microeconomics, community participation increases the efficiency of resource allocation. Programs designed based on local needs and with community involvement will be more targeted, reduce budget waste, and increase program output (Varian, 2010). From a macroeconomic perspective, quality education supported by CSR has the potential to increase human capital, which is one of the main drivers of national productivity (Becker, 1993). If the community is actively involved, education will be more contextual and relevant, so that its benefits extend not only to individuals, but to the entire regional economic structure.

CONSLUSION

In Indonesia, the challenge of improving the quality of education is still enormous, especially in less developed areas. Many schools still lack adequate facilities, resources and support to create an optimal learning environment. Many people believe that industrial companies can provide various positive benefits to the environment and society. One way to demonstrate the company's commitment is through Corporate Social Responsibility (CSR), which plays a crucial role in developing the social environment around the company. Through CSR, the development of the community can be in line with the progress of the company. In recent years, PT Timah has conducted several CSR programs that focus on improving the quality of education, including the development of educational infrastructure, provision of learning facilities, and training for teachers. The test results show statistical calculations using Structural Equation Model (SEM-PLS) analysis to determine the perception & level of community participation in CSR programs carried out by PT Timah Tbk in the context of education as a mediating variable with a

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percentage of 96.3% while the remaining 3.7% is explained by other variables outside this study. The results of this study have important implications for various stakeholders, including PT Timah Tbk, the government, and the community. For PT Timah Tbk, the findings show that investment in education not only provides social benefits, but can also improve the company's reputation and relationship with the local community. For the government, the results emphasize the importance of collaboration with the private sector in achieving national education goals. This research contributes to the development of CSR by providing empirical evidence on how education programs can increase community participation and support economic development. The findings can serve as a reference for other companies in designing more effective and sustainable CSR programs. In addition, this study highlights the importance of sustainable education as the basis for the growth of an inclusive and competitive society.

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