

ABSTRACT

This study aims to: (1) Analyze the satisfaction of CSR program beneficiaries of PT PLN (Persero) Yogyakarta Area; (2) Analyzing how the program influence of PT PLN (Persero) Area Yogyakarta to human development in Jatimulyo Village Kulon Progo Regency 2018. This research is based on primary data; ie data sourced from research on PT PLN (Persero) Area Yogyakarta and questionnaires in the content of the target community PKBL / CSR program. The analysis tool used is Likert scale and multiple linear regression analysis. Based on the results of the analysis is known the level of public satisfaction has an average value of 1.5 which means included in the category of PUAS to PKBL / CSR PT PLN (Area) Yogyakarta. Together all PKBL / CSR programs have a significant effect on the perception of human development, but if separated each variable has different value. Health variables significantly negatively affect the perception of human development because it has a significant value 0.000 or <0.050 but the regression coefficient value of -0,500. Educational variable has no significant effect on human development perception because it has significant value 1,000 or > 0,050 with regression coefficient value equal to 1,396. Economic variables have a positive significant effect on the perception of human development because it has a regression value of 0.000 or <0.050 with a regression coefficient value of 0.895.

Keywords: PKBL / CSR, Health, Education, Economy, Human Development