

## **The Impact of Safety Education and Socialization Programs on Community Satisfaction at PT Jasa Raharja, Mamuju Branch**

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### **Abstract**

*PT Jasa Raharja is a State-Owned Enterprise (SOE) whose primary duty is to provide basic protection to victims of road traffic and public transportation accidents. In addition to providing compensation, PT Jasa Raharja also plays an active role in accident prevention efforts through various safety education activities and socialization programs aimed at increasing public awareness of road safety and understanding of the services provided.*

*PT Jasa Raharja Mamuju Branch consistently carries out safety education and socialization activities for the public, including through counseling, safety campaigns, and the provision of information regarding the rights and obligations of road users. These activities are expected to not only increase public knowledge but also impact the level of public satisfaction with the services provided by PT Jasa Raharja.*

*Based on this, this study was conducted to analyze the effect of safety education and socialization programs on community satisfaction at PT Jasa Raharja Mamuju Branch. This research is expected to provide insight into the role and contribution of PT Jasa Raharja in improving community satisfaction and serve as evaluation material for developing future service and education programs.*

**Keywords:** *Safety Education, Program Socialization, Community Satisfaction.*

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### **INTRODUCTION**

Community satisfaction with public services occupies a central position in the framework of contemporary public administration (Yadisar, 2025:405). The success of government agencies and state-owned enterprises (SOEs) is generally assessed by the extent to which the public, as beneficiaries, are satisfied with the services provided. Conceptually, community satisfaction is defined as the degree of satisfaction an individual feels after comparing the performance or results received with their desired expectations (Hardiyansyah, 2021). Therefore, this variable is regarded as a key indicator of service quality because it reflects the extent to which residents' needs are met (Sinambela, 2021:21).

Assessments of satisfaction are not based solely on the technical aspects of service, but are also influenced by the clarity of information and the institution's commitment to ensuring basic protection for service users (Fatchurrohman, 2023). Based on these considerations, improving community satisfaction has become the

primary focus of PT Jasa Raharja in fulfilling its role as a provider of social accident insurance. Such efforts cannot be achieved through administrative improvements alone; they also require a preventive and educational approach.

Achieving optimal levels of community satisfaction requires the use of proactive service tools, namely safety education and socialization programs. Safety education is understood as a systematically designed learning process aimed at fostering behavioral changes among drivers to increase their awareness of risks and hazards on the road (Dwiatmoko et al. 2023). Meanwhile, the socialization program refers to activities aimed at disseminating information regarding entitlement to benefits, the claims filing process, and the administrative requirements that must be met by the public (Fatchurrohman, 2023:2249).

Road safety is a strategic issue with major implications for the quality of life of the public, particularly in developing countries such as Indonesia. The high number of road accidents does not merely indicate technical weaknesses in the transportation system, but also reflects complex social issues with significant economic, health, and psychological impacts. Data from the Central Statistics Agency (BPS) and the results of an evaluation by the Indonesian National Police's Traffic Corps (Korlantas) indicate that throughout 2024, there were 150,906 traffic accidents in Indonesia with an alarming fatality rate (Shofiah et al. 2025). Trends over the past three years indicate that the primary causes of accidents are dominated by human error and low levels of compliance with applicable regulations (Surya et al. 2024). This empirical reality underscores the urgency of implementing preventive measures and strengthening education as key strategies for reducing accident rates and maintaining national productivity.

Theoretical studies indicate that safety education contributes to increased community satisfaction by providing tangible benefits in the form of heightened awareness and self-protection in traffic, thereby allowing the community to feel the government's presence in ensuring their safety (Shofiah et al., 2025). Socialization serves to strengthen public service literacy; an adequate understanding of claim filing procedures can reduce administrative uncertainty and ultimately foster a more positive perception of service quality (Sinambela, 2021). Several previous studies have also demonstrated that the effectiveness of communication through outreach activities has a significant impact on the level of loyalty and satisfaction among recipients of social security programs (Fatchurrohman, 2023).

PT Jasa Raharja's Mamuju Branch, as the government's representative in West Sulawesi, has implemented a variety of safety education programs, including outreach sessions at schools and universities, as well as regular outreach on claims filing procedures. Based on preliminary information and observations of service conditions, it is evident that the level of community satisfaction in Mamuju Regency has not yet been consistently achieved.

A number of complaints have been reported, particularly regarding the low level of understanding among rural communities about the types of accidents covered by the program, as well as perceptions that the administrative procedures are too complex for residents in remote areas. These conditions indicate a gap between the intensity of outreach efforts and the actual level of understanding among the community members who are the program's beneficiaries.

Service conditions at the Mamuju Branch of PT Jasa Raharja are currently still facing challenges in achieving ideal operational performance targets. Based on

preliminary observations and pre-survey data from 2025, a gap was identified between the service standards (SOPs) established by the company and the actual experience reported by the public.

Table 1. Operational Performance Gap Data (Pre-Survey)

No	Service Effectiveness Indicator	Company Target (SOP)	Average Achievement	GAP	Notes on Issues Related to Education & Outreach
1.	Claim Payment Speed (Death)	< 1 Business Day	1,8 Business Days	-0,8 Days	People are late in filing claims due to a lack of understanding of the claims process (outreach).
2.	Public Awareness of Entitlement to Benefits	100% ( <i>Aware</i> )	78%	-22%	Poor dissemination of information in remote areas of Mamuju (Outreach).
3.	Frequency of Safety Education Programs in Schools	4 times/month	2 times/month	-2 times	Limited reach of safety education for students in high-risk areas (Education).
4.	Accuracy of Administrative Document Completeness	100% ( <i>Complete</i> )	85%	-15%	The public often fills out documents incorrectly due to a lack of technical education.

Source: Internal Data/Pre-Survey Observations, PT Jasa Raharja Mamuju Branch, 2025.

The data presented in Table 1 reveal a trend that warrants attention. Delays in the claims settlement process and low administrative accuracy are not solely caused by technical issues within the institution, but are primarily due to the public's limited understanding of accident insurance rights and procedures. These findings are consistent with the research by Lubis and Rahma (2025), which revealed that the public's lack of understanding regarding claims procedures is one of the main obstacles in the claims filing process, in addition to slow responses from providers and various administrative hurdles that also affect the duration of resolution. In line with this, Maisaroh et al. (2024) emphasize that administrative issues, errors in filling out claim forms and incomplete supporting documents contribute significantly to delays in the claims process. The largest gap was found in the indicator of public awareness of entitlement to benefits (-22%), indicating that outreach programs have not yet been able to effectively reach all segments of society.

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DOI : [10.37531/ecotal.v7i2.3885](https://doi.org/10.37531/ecotal.v7i2.3885)

This situation indicates a disconnect between safety education efforts and the actual level of awareness on the ground. If this gap is allowed to persist, it will be difficult for the level of community satisfaction with PT Jasa Raharja's Mamuju Branch to reach the optimal level expected under the standards of excellent service.

A number of studies on PT Jasa Raharja have been conducted, but most previous studies have tended to focus on the overall quality of claims services or the company's financial performance. Research specifically analyzing the simultaneous effects of safety education programs and the effectiveness of socialization on community satisfaction levels remains relatively limited, particularly when using a quantitative approach in the West Sulawesi region (Fatchurrohman, 2023). No studies have yet been found that examine both variables simultaneously in the context of PT Jasa Raharja's Mamuju Branch. The limited availability of empirical data at the study site—namely, Mamuju—underscores the urgency of conducting this study to test and confirm whether these two programs truly serve as dominant factors in enhancing community satisfaction among service recipients.

This study focuses on the impact of safety education and socialization programs on public satisfaction at PT Jasa Raharja's Mamuju Branch, with the aim of determining the partial and simultaneous effects of each variable. The findings of this study are expected to make a theoretical contribution to the development of public service and communication management, as well as to provide practical insights for PT Jasa Raharja's Mamuju Branch in enhancing the effectiveness of safety education and service outreach to improve public satisfaction.

Based on the background discussion presented earlier, this study aims to examine and empirically test "the impact of safety education and socialization programs on community satisfaction levels at PT Jasa Raharja's Mamuju Branch." The focus of this analysis is intended to obtain scientific evidence regarding the contribution of these two variables in improving the quality of service to the community.

## **METHODOLOGY**

This study employs a quantitative approach with the aim of empirically and measurably testing the impact of safety education and socialization programs on public satisfaction at PT Jasa Raharja's Mamuju Branch. The research location was set at PT Jasa Raharja's Mamuju Branch, and the research timeline was structured in phases, ranging from observation to a seminar presenting the research findings.

The data used in this study consist of quantitative data as the primary data and qualitative data as supporting data. The data sources include primary data obtained through questionnaires administered to the public as respondents, as well as secondary data obtained from relevant documents, archives, journals, and literature. The study population consisted of 1,247 people, while the sample size was determined to be 93 respondents using the Slovin formula with probability sampling via simple random sampling.

Data collection was conducted through observation, interviews, questionnaires, and documentation, while data analysis was performed using SPSS. Data analysis included validity tests, reliability tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination. Thus, this research method was designed to produce findings that are objective, systematic, and scientifically accountable.

## RESULTS AND DISCUSSION

### Results

This study was conducted at the Mamuju Branch of PT Jasa Raharja, one of the operational units of PT Jasa Raharja, a state-owned enterprise engaged in social insurance. The company is mandated to provide basic protection to the public, particularly victims of traffic accidents and public transportation passengers, as stipulated in Law No. 33 of 1964 and Law No. 34 of 1964. Located in Mamuju Regency, West Sulawesi Province, PT Jasa Raharja's Mamuju Branch not only focuses on providing compensation but also implements safety education and outreach programs as preventive measures to reduce traffic accident rates and improve public understanding of their rights and the procedures for social insurance services. In implementing this program, the company has also established partnerships with various relevant agencies, such as the police, hospitals, the transportation department, and local governments. Based on the results of initial observations and a preliminary survey, it was found that some members of the public still do not understand the claims process, their entitlement to compensation, or the importance of traffic safety, highlighting the need for more effective safety education and outreach.

The study included 93 respondents who were recruited through the distribution of questionnaires in person and via Google Forms, based on the criterion of having participated in safety education activities or socialization programs at the Mamuju Branch of PT Jasa Raharja. Respondent characteristics were analyzed by gender and occupation to provide an overview of the profile of the study population. By gender, the respondents were predominantly female, with 69 women (74.2 percent), while men numbered 24 (25.8 percent). Meanwhile, by occupation, respondents included 9 civil servants (9.7 percent), 7 private-sector employees (7.5 percent), 54 college students (58.1 percent), 5 high school students (5.4 percent), and 18 others (19.3 percent). These results indicate that safety education activities and outreach programs have reached various community groups, thereby providing a fairly objective picture of community satisfaction with the services provided by PT Jasa Raharja's Mamuju Branch.

### Validity Test

This stage involves testing the questionnaire data instruments that have been collected. A questionnaire instrument is considered good and suitable if it meets the primary criterion, namely validity.

**Table 2. Results of the Instrument Validity Test**

Variabel	Item Instrumen	Pearson Correlations	Product Moment	Keputusan
	X1.1	0,735	0.2039	Valid
	X1.2	0,728		Valid

Safety Education	X1.3	0,754	0.2039	Valid
	X1.4	0,825		Valid
	X1.5	0,752		Valid
	X1.6	0,718		Valid
	X1.7	0,740		Valid
	X1.8	0,839		Valid
Program Socialization	X2.1	0,726	0.2039	Valid
	X2.2	0,782		Valid
	X2.3	0,752		Valid
	X2.4	0,774		Valid
	X2.5	0,690		Valid
	X2.6	0,781		Valid
	X2.7	0,786		Valid
	X2.8	0,837		Valid
	X2.9	0,821		Valid
	X2.10	0,765		Valid
Community Satisfaction	Y.1	0,661	0.2039	Valid
	Y.2	0,693		Valid
	Y.3	0,810		Valid
	Y.4	0,824		Valid
	Y.5	0,814		Valid
	Y.6	0,737		Valid
	Y.7	0,812		Valid
	Y.8	0,825		Valid
	Y.9	0,823		Valid
	Y.10	0,881		Valid
	Y.11	0,851		Valid
	Y.12	0,892		Valid
	Y.13	0,818		Valid
	Y.14	0,668		Valid
	Y.15	0,840		Valid
	Y.16	0,887		Valid
	Y.17	0,867		Valid
		<b>Y.18</b>		<b>0,815</b>

Source: Primary data following data tabulation, 2026

### Reliability Test

**Table 3. Results of the Instrument Reliability Test**

Variabel Name	Cronbach's Alpha	Standard Cronbach Alpha	Keputusan
Safety Education	0,894	0,60	Reliabel
Program Socialization	0,923	0,60	Reliabel
Community Satisfaction	<b>0,968</b>	<b>0,60</b>	<b>Reliabel</b>

Source: Primary data following data tabulation, 2026.

Based on Table 3, the three research variables—safety education, socialization program, and community satisfaction—have met the reliability criteria. This is

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DOI : [10.37531/ecotal.v7i2.3885](https://doi.org/10.37531/ecotal.v7i2.3885)

evidenced by Cronbach's alpha values exceeding the 0.60 standard, specifically 0.894 for safety education, 0.923 for the socialization program, and 0.968 for community satisfaction, thereby establishing that the instrument is consistent and suitable for subsequent data analysis.

### Regression Test Results

After the research data were determined to be valid and reliable, a multiple linear regression test was conducted to examine the relationship between the independent and dependent variables. In multiple regression, the correlation of the predictor variables is examined to explain the dependent variable. The multiple linear regression equation is:  $Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

**Table 4. Results of Multiple Linear Regression Analysis**

Model	Coeficients <sup>a</sup>			t	Sig.
	Unstandardized		Standardized		
	B	Std. Error	Beta		
1 (Constant)	-.884	3.697		-.239	.811
safety education	1.085	.159	.456	6.808	.000
program socialization	.949	.124	.514	7.664	.000

a. Dependent Variable: TOTAL\_ COMMUNITY SATISFACTION

*Source: Processed research results, 2026*

The constant (a) in the multiple linear regression is -0.884, indicating that if the values of the safety education (x1) and socialization program (x2) variables are 0 (constant), then the value of community satisfaction (Y) is -0.884

The linear regression coefficient for the safety education variable is 1.085. This means that a one-unit increase in the safety education variable will increase community satisfaction by 1.085, assuming all other independent variables remain constant. The coefficient is positive, indicating a positive relationship between safety education and community satisfaction.

The regression coefficient for the socialization program variable is 0.949. This indicates that for every one-unit increase in the socialization program variable, community satisfaction increases by 0.949. A positive coefficient indicates that the better the socialization program, the higher the community satisfaction. Based on the results of the multiple linear regression analysis conducted, the following equation was obtained:  $Y = -0.884 + 1.085X_1 + 0.949X_2 + e$ , where the constant term of -0.884 indicates the level of community satisfaction when the independent variables are held constant, while the regression coefficients for the safety education variable (1.085) and the socialization program variable (0.949) indicate a positive and direct effect on community satisfaction, meaning that any increase in either of these variables will be accompanied by an increase in community satisfaction.

## Hypothesis Testing

### Results of the t-Test

The t-test is used to determine the effect of each independent variable on the dependent variable. The test criteria involve comparing the significance value of the regression analysis results with the predetermined significance level of 0.05 (Abdjul et al. 2022:230). This is then compared with the one-tailed Student's t-distribution table.

**Table 5. Data Analysis of Partial Statistical Tests**

Model		Coifeicents <sup>a</sup>			t	Sig.
		Unstandardized Coifeicents		Standardized Coifeicents		
		B	Std. Error	Beta		
1	(Constant)	-.884	3.697		-.239	.811
	safety education	1.085	.159	.456	6.808	.000
	program socialization	.949	.124	.514	7.664	.000

a. Dependent Variable: TOTAL\_ COMMUNITY SATISFACTION

*Source: Primary data analyzed using SPSS, 2026*

Based on the table of t-test results, the first research hypothesis regarding the partial effect of safety education on community satisfaction shows that the calculated t-value (6.808) is greater than the critical t-value (1.986), while the significance level (0.000) is less than 0.05. This result is interpreted as follows: Safety education has a significant partial effect on community satisfaction at PT. Jasa Raharja. These findings confirm that the first research hypothesis is accepted.

Based on the table of t-test results, the second research hypothesis regarding the partial effect of the socialization program on community satisfaction shows that the calculated t-value (7.664) is greater than the critical t-value (1.986), while the significance level (0.000) is less than 0.05. This test is interpreted as follows: Partially, the Socialization Program has a significant effect on Community Satisfaction at PT. Jasa Raharja. The findings confirm that the second hypothesis of this study is accepted.

### Results of the F-Test

The F-test is used to determine whether or not there is a simultaneous effect of the independent variables on the dependent variable. The simultaneous effect of the independent variables is tested by comparing the significance value of the F-test to the predetermined significance level of 0.05. (Abdjul et al. 2022:230).

**Table 6. Data Analysis of Simultaneous Statistical Tests**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7112.236	2	3556.118	214.728	.000 <sup>b</sup>
	Residual	1490.495	90	16.561		
	Total	8602.731	92			

a. Dependent Variable: TOTAL\_Y

b. Predictors: (Constant), TOTAL\_X2, TOTAL\_X1

Source: Primary data analyzed using SPSS, 2026.

Based on the Analysis of Variance in Table 6, the third research hypothesis regarding the simultaneous (combined) effect of safety education and the socialization program on community satisfaction shows that the calculated F-value (214.728) is greater than the critical F-value (3.10), while the significance level (0.000) is less than 0.05. The results of this study indicate that safety education and socialization programs have a significant, simultaneous effect on community satisfaction at PT. Jasa Raharja. The findings confirm that the third hypothesis of this study is accepted.

### Results of the Coefficient of Determination (R<sup>2</sup>) Test

The coefficient of determination test aims to measure the extent to which variations in the independent variables can explain the dependent variable. The following are the results obtained.

**Table 7. Results of the Coefficient of Determination Test**

Model Summary				
Model	R	R Sqoere	Adjusted R Sqoere	Std. Error of the Estimate
1	.909a	.827	.823	4.070

a. Predictors: (Constant), TOTAL\_X2, TOTAL\_X1

Source: Primary data analyzed using SPSS, 2026

Based on the Model Summary analysis presented in Table 7, the R-squared value was found to be 0.827. This indicates that the combined influence of the Safety Education and Socialization Program variables on the Community Satisfaction variable at PT. Jasa Raharja accounts for 82.7%, while the remaining 17.3% is explained by other variables not examined in this study.

### Discussion

Rising demands for quality public services position PT Jasa Raharja's Mamuju Branch not only as an institution providing accident compensation but also as an institution responsible for effectively educating and raising public awareness. The level of community satisfaction serves as the primary indicator for assessing the success of the programs implemented. This study examines two main variables – safety education (X1) and socialization programs (X2) – which are believed to have a

direct impact on community satisfaction with the services provided by PT Jasa Raharja's Mamuju Branch.

The results of a preliminary survey conducted prior to the study indicate that there is still a gap between service standards and their implementation in the field. Public literacy regarding compensation rights has only reached 78% of the 100% target; safety education sessions in schools are held only twice a month instead of the targeted four times; and the accuracy of administrative documentation stands at 85% of the established ideal standard. These conditions highlight the need to improve the quality and expand the reach of both programs so that community satisfaction can increase to the greatest extent possible.

The results of the multiple regression analysis indicate that both independent variables have a positive and direct effect on community satisfaction. The safety education variable has a higher regression coefficient, namely 1.085, compared to the socialization program at 0.949. The results of the multiple regression analysis indicate that both independent variables have a positive and direct effect on community satisfaction. The safety education variable has a higher regression coefficient, namely 1.085, compared to the socialization program at 0.949.

### **The Effect of Safety Education on Community Satisfaction**

The first research question in this study is: "Does safety education have a significant effect on public satisfaction at PT Jasa Raharja's Mamuju Branch?" Based on the results of the partial test (t-test), a calculated t-value of 6.808 was obtained, which is greater than the critical t-value of 1.986 at a 5% significance level. The significance value obtained was 0.000, which is less than 0.05. These results indicate that the first hypothesis (H1) is accepted, meaning that safety education has a positive and statistically significant partial effect on community satisfaction at the Mamuju Branch of PT Jasa Raharja.

The regression coefficient for the safety education variable, which is 1.085, indicates that a one-unit increase in the implementation of safety education will be followed by a 1.085-unit increase in community satisfaction, assuming all other variables remain constant. This coefficient is also higher than that of the socialization program variable, suggesting that safety education plays a more significant role in shaping community satisfaction.

Based on the analysis results, respondents' responses to the safety education variable fell into the "very high" category. This indicates that the safety education program implemented by PT Jasa Raharja's Mamuju Branch has successfully improved public understanding of accident risks, encouraged safer driving behavior, and strengthened public awareness of the importance of traffic safety.

The findings of this study are consistent with the research by Zaw (2025), which states that insurance companies that actively and consistently implement safety education programs tend to have higher levels of customer satisfaction. Phyu (2024) also explains that safety education designed systematically through workshops,

safety campaigns, and hands-on training can foster positive public perceptions of an institution's quality. The findings of Nuramaliyah et al. (2024) further support this conclusion by stating that safety education aims to improve knowledge, awareness, and literacy regarding driving safety, which ultimately impacts public satisfaction with the services provided.

From an Islamic normative perspective, the implementation of safety education is viewed as a manifestation of the values of ta'awun (mutual assistance) and tabligh (conveying accurate information), as stated in Surah Al-Maidah, verse 2. Safety education programs are not merely a means of fulfilling an institution's administrative obligations, but also reflect a moral responsibility to safeguard and protect public safety.

Based on the research findings, it can be concluded that the better and more consistent the implementation of safety education by PT Jasa Raharja's Mamuju Branch—in terms of understanding potential hazards, prevention skills, the ability to explain hazard concepts, and the ability to identify sources of hazards—the higher the level of community satisfaction felt by the public. These findings underscore that safety education is a strategic tool that is not only preventive in nature but also directly contributes to increasing customer satisfaction among PT Jasa Raharja's service recipients.

### **The Effect of the Socialization Program on Community Satisfaction**

The second research question in this study is "Does the socialization program have a significant effect on public satisfaction with PT Jasa Raharja's Mamuju Branch?" Based on the results of the partial test (t-test), a calculated t-value of 7.664 was obtained, which is greater than the critical t-value of 1.986 at a 5% significance level. The significance value obtained was 0.000, which is less than 0.05. The results indicate that the second hypothesis (H2) is accepted, meaning that the socialization program has been shown to have a positive and statistically significant partial effect on community satisfaction at PT Jasa Raharja's Mamuju Branch.

The regression coefficient for the socialization program variable, which is 0.949, indicates that a one-unit increase in the implementation of the socialization program will increase community satisfaction by 0.949 units, assuming all other variables remain constant. Although the coefficient for the socialization program is slightly lower than that for the safety education variable, its impact remains significant and plays an important role in shaping community satisfaction.

The analysis results indicate that all indicators for the socialization program variable received positive responses, meaning that all statements fell into the high to very high categories. This indicates that the socialization program of PT Jasa Raharja's Mamuju Branch has generally been able to effectively reach the public and convey information regarding rights, claims procedures, and social insurance services.

Nevertheless, the indicator for the frequency of outreach activities (X2.8) received the lowest average score of 3.96 compared to the other indicators. This indicates that the intensity of outreach programs still needs to be increased in order to reach all segments of society equally, particularly in rural and remote areas of Mamuju Regency. These results are also consistent with the findings of a preliminary survey, which indicated that the public's literacy regarding entitlement benefits fell short of the ideal target by 22%.

The findings of this study are consistent with the research by Anggleni (2023), which states that the effectiveness of outreach programs is influenced by the clarity of the content, the breadth of communication reach, the consistency of implementation, and the competence of the implementers. Aminah et al. (2024) also explain that the clarity of information regarding service requirements and procedures contributes significantly to public satisfaction. The study by Nasution et al. (2022) also revealed that the intensity and effectiveness of program outreach have a direct impact on public literacy levels as well as on expanding access to and the inclusivity of social insurance products.

The context regarding PT Jasa Raharja is supported by research by Haryani and Muhazir (2022), which states that customer service at Jasa Raharja Service Offices (KPJR) plays a crucial role in providing direct explanations to the public. This has a significant impact on perceptions of service quality and public satisfaction. Salam et al. (2025) also found that the effectiveness of communication and outreach is one of the key factors determining the public's level of satisfaction with PT Jasa Raharja's services.

Based on the results of this study, it can be concluded that the more effective the outreach programs implemented by PT Jasa Raharja's Mamuju Branch—in terms of reach, clarity of information, effectiveness of media, consistency of implementation, and competence of implementers—the higher the level of community satisfaction felt by the public. This finding underscores that the socialization program is a key pillar of PT Jasa Raharja's public service strategy, serving not only to convey information but also to build public trust and satisfaction on an ongoing basis.

### **The Simultaneous Effect of Safety Education and Socialization Programs on Community Satisfaction**

The third research question in this study is: "Do safety education and socialization programs simultaneously influence public satisfaction at PT Jasa Raharja's Mamuju Branch?" Based on the results of the simultaneous test (F-test), the calculated F-value was 214.728, which is significantly larger than the critical F-value of 3.10 with  $df_1 = 2$  and  $df_2 = 90$  at a 5% significance level. The p-value obtained was 0.000, which is less than 0.05. These results indicate that the third hypothesis (H3) is accepted, meaning that safety education and socialization programs have a simultaneous, positive, and significant effect on community satisfaction at the Mamuju Branch of PT Jasa Raharja.

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The results of the coefficient of determination test show an R-squared value of 0.827, or 82.7%. This value indicates that 82.7% of the variation in community satisfaction can be jointly explained by the variables of safety education and socialization programs, while the remaining 17.3% is influenced by other factors outside the research model, such as the quality of claims service, the speed of complaint response, staff competence, office facilities and infrastructure, and institutional trust.

An R-squared value of 82.7% is considered very high, indicating that the research model used has strong predictive power regarding community satisfaction. These results demonstrate that safety education and socialization programs together are the primary factors determining the level of community satisfaction with the services provided by PT Jasa Raharja's Mamuju Branch.

The findings of this study are of significant importance in the context of public service. Safety education programs provide long-term benefits by raising public awareness and improving safety behaviors, thereby allowing the public to feel the state's presence in protecting their safety. Socialization programs also help improve public literacy regarding the rights and procedures of social insurance services, so that the public feels better informed and protected. The combination of these two programs provides comprehensive benefits to the community, both in terms of prevention and information.

The findings of this study are consistent with the research by Yudha Heriyanto and Nina Oktarina (2025), which states that public service programs have a simultaneous positive and significant effect on public satisfaction, with a high coefficient of determination. The Surabaya Case Study (2022) also found that service quality and trust have a positive impact on public satisfaction with PT Jasa Raharja, with regulatory understanding and communication effectiveness serving as important mediating factors.

Empirically, the high calculated F-value of 214.728 in this study indicates that the regression model used has an excellent goodness of fit in explaining the phenomenon of community satisfaction at PT Jasa Raharja's Mamuju Branch. This suggests that increasing both variables simultaneously will have a greater impact than increasing only one variable in isolation.

Based on the research findings, it can be concluded that safety education and socialization programs are the primary factors that determine community satisfaction at PT Jasa Raharja's Mamuju Branch. The integrated and sustainable management of these two programs will maximize public satisfaction, build public trust, and strengthen PT Jasa Raharja's position as a professional, responsive public service institution that prioritizes the interests of the people of West Sulawesi.

## CONCLUSION

Based on the research findings, it can be concluded that the variables of safety education and socialization programs have a positive and significant effect on community satisfaction at PT Jasa Raharja's Mamuju Branch, both partially and simultaneously. The safety education variable has the most dominant influence with a regression coefficient of 1.085, while the socialization program has a coefficient of 0.949. Together, these two variables account for 82.7% of the variation in community satisfaction, while the remaining 17.3% is influenced by other factors outside the scope of this study.

## Recommendations

Based on the research findings, PT Jasa Raharja's Mamuju Branch is advised to intensify and sustain its implementation of safety education and outreach programs in order to improve community satisfaction. In addition, the use of various outreach media should be optimized so that information regarding safety and compensation can be widely understood by the public. For future researchers, it is recommended to include other relevant variables and expand the scope of the study to ensure that the findings are more comprehensive and have a broader scope of generalizability.

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