



**PT HARITA GROUP'S INVESTMENT AND ITS IMPLICATIONS FOR THE
WELFARE OF THE OBI ISLAND COMMUNITY, SOUTH HALMAHERA**

Fandy Yones Latuni

Universitas Nusantara Manado

(Naskah diterima: 1 October 2025, disetujui: 28 October 2025)

Abstract

This study aims to measure the satisfaction level of the community in Pulau Obi regarding the investment from PT Harita Group in the mining sector. The research employed a descriptive survey method by collecting primary data through questionnaires distributed to 100 respondents in Pulau Obi. Data analysis was conducted using the Servqual method to assess the gap between the perceived implementation and the expected importance of investment aspects as experienced by the community. Additionally, the Importance-Performance Analysis (IPA) was used to map priority areas for service improvement based on community responses. The results show that most items had a negative gap value, indicating that the implementation of the investment has not fully met community expectations, especially in the areas of household income allocation for consumption and housing conditions. However, aspects related to education and healthcare services have relatively high performance and importance and should be maintained. The IPA results divided the attributes into four quadrants, highlighting income and housing as areas needing urgent improvement, while education and healthcare services were areas to be sustained. In conclusion, to enhance community welfare in Pulau Obi, it is crucial to focus on improving economic conditions and housing quality without neglecting the maintenance of existing satisfactory educational and health services. This study provides essential insights for PT Harita Group and stakeholders to develop more inclusive, sustainable investment strategies that benefit the local community and contribute to long-term regional development.

Keywords: *Investment, Implications, Community Welfare*

Abstrak

Penelitian ini bertujuan untuk mengukur tingkat kepuasan masyarakat Pulau Obi terhadap investasi PT Harita Group di sektor pertambangan. Penelitian ini menggunakan metode survei deskriptif dengan mengumpulkan data primer melalui kuesioner yang disebarluaskan kepada 100 responden di Pulau Obi. Analisis data dilakukan dengan metode Servqual untuk menilai kesenjangan antara persepsi implementasi dan tingkat kepentingan investasi yang diharapkan oleh masyarakat. Selain itu, Analisis Kepentingan-Kinerja (IPA) digunakan untuk memetakan area prioritas untuk peningkatan layanan berdasarkan tanggapan masyarakat. Hasil penelitian menunjukkan bahwa sebagian besar item memiliki nilai kesenjangan negatif, yang menunjukkan bahwa implementasi investasi belum sepenuhnya memenuhi harapan masyarakat, terutama dalam hal alokasi pendapatan rumah tangga untuk konsumsi dan kondisi perumahan. Namun, aspek-aspek yang terkait dengan pendidikan dan layanan kesehatan memiliki kinerja dan kepentingan yang relatif tinggi dan harus dipertahankan. Hasil IPA membagi atribut menjadi empat kuadran, yang menyoroti pendapatan dan



Copyright © 2025 by Author(s)

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

perumahan sebagai area yang membutuhkan peningkatan mendesak, sementara pendidikan dan layanan kesehatan merupakan area yang perlu dipertahankan. Kesimpulannya, untuk meningkatkan kesejahteraan masyarakat di Pulau Obi, sangat penting untuk berfokus pada peningkatan kondisi ekonomi dan kualitas perumahan tanpa mengabaikan pemeliharaan layanan pendidikan dan kesehatan yang memadai. Studi ini memberikan wawasan penting bagi PT Harita Group dan para pemangku kepentingan untuk mengembangkan strategi investasi yang lebih inklusif dan berkelanjutan yang bermanfaat bagi masyarakat setempat dan berkontribusi pada pembangunan daerah jangka panjang.

Kata kunci: Investasi, Implikasi, Kesejahteraan Masyarakat

I. INTRODUCTION

Indonesia is a country rich in natural resources, covering an area of over 5 million square kilometers, comprising land and sea (Central Bureau of Statistics Indonesia, 2021). This wealth includes forests, seas, mining, land, water, air, and tourism, all of which are crucial for economic development and public welfare (Almeida et al., 2016; Ministry of Environment and Forestry, 2023).

North Maluku Province, particularly Obi Island, boasts significant natural resources, particularly in metal mining, fisheries, and agriculture. High economic growth in this region is supported by the mineral mining industry (BPS, 2023). However, issues related to public welfare, such as economic inequality and environmental degradation, have given rise to the perception that mining investments primarily benefit certain groups (World Bank, 2020).

Obi Island, part of South Halmahera Regency, has significant mining potential, including gold, coal, and nickel, in which PT Harita Prima Abadi Mineral is a major investor (Law No. 4 of 2009). These mining activities impact the lives of local communities, necessitating further research into the level of community satisfaction and well-being associated with this investment (Sukirno, 2015).

This study aims to measure the level of well-being of the Obi Island community related to PT Harita Group's investment. It is hoped that the results can serve as a reference for policymaking to ensure the investment provides optimal and sustainable benefits (Alkire & Santos, 2010).

II. THEORETICAL STUDIES

Investment

Investment is the investment of capital with the aim of gaining future profits, either in the form of real assets such as land and buildings, or financial assets such as stocks and bonds (Jogiyanto, 2015). Factors influencing investment include interest rates, inflation, political

stability, regulations, and infrastructure (Sukirno, 2015). Investment has the benefit of creating jobs, stimulating economic growth, and increasing per capita income (Almeida et al., 2016).

Natural Resources (SDA)

Natural resources are elements of the environment consisting of living and non-living elements that form an ecosystem (KLHK, 2023). Natural resources can be classified as renewable and non-renewable. Proper management of natural resources is necessary to maintain sustainability and provide optimal benefits for humanity (BPS, 2021).

Mining Investment

Mining investment is capital investment in the exploration and utilization of minerals and coal, which requires significant capital and must be carefully managed (Law No. 4 of 2009). Government policies through regulation and transparency are expected to improve the investment climate in this sector (Ministry of Energy and Mineral Resources, 2024).

Community Well-being

Community well-being encompasses the fulfillment of individuals' physical, social, and economic needs in daily life (World Bank, 2020). Welfare can be measured using a multidimensional approach that considers health, education, income, and social conditions (Alkire & Santos, 2010).

Service Quality Measurement: Servqual and IPA

The Servqual method measures service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, to assess the gap between community expectations and perceptions (Parasuraman et al., 1988). Importance-Performance Analysis (IPA) is used to identify service attributes that need to be improved, maintained, or reduced based on their importance and performance (Martilla & James, 1977).

III. RESEARCH METHODS

This study used a descriptive survey approach to measure community welfare related to mining investment on Obi Island, South Halmahera (Sangadji & Tjiptono, 2013). Primary data were collected through a questionnaire administered to 100 respondents using accidental sampling from a population of approximately 52,588. Data collection was also supported by secondary data from the literature and official sources.

Welfare variables were measured using a Likert scale (Likert, 1932) to assess community perceptions. Data analysis used the Servqual method to measure the gap between

community perceptions and expectations regarding investment (Parasuraman et al., 1988) and the Importance-Performance Analysis (IPA) method to identify service attributes that need improvement or maintenance (Martilla & James, 1977).

The Servqual method helps measure the quality of mining investment services, while the IPA maps development priorities based on the importance and performance of attributes to improve community welfare.

IV. RESEARCH RESULTS

Based on the research objective of measuring community satisfaction with mining investments on Obi Island, data collection was conducted through questionnaires with local residents. The collected data were analyzed using two methods: Servqual and Importance-Performance Analysis (IPA).

Servqual Analysis

Servqual analysis measures the gap between community perceptions of implementation and their expectations regarding specific aspects. Data were collected from 14 questionnaire items answered by 100 respondents using a Likert scale (1-5). The results showed a negative gap, except for item 5, concerning the percentage of income spent on consumption, which showed a positive gap. An example calculation for implementation items is (for example, item 1): the sum of the scores from respondents' answers is multiplied by their weights: $(33 \times 5) + (39 \times 4) + (19 \times 3) + (9 \times 2) = 396$. The average score is then calculated by dividing the total score by the number of respondents ($396/100 = 3.96$). Similarly, for importance, the respondent data and tabulation of responses yielded an average score of 4.21 and a gap of -0.25.

The analysis results showed all gap values were negative, meaning that public satisfaction with investment implementation was still higher than their expectations, although the difference was small, with a maximum gap of -0.43 in items related to income and housing. Only the item related to income showed a positive gap, indicating that public expectations regarding their income had not been optimally met.

Importance-Performance Analysis (IPA)

The IPA analysis mapped public perceptions into four quadrants based on the average scores for aspects of implementation and importance. The analysis found:

- Quadrant 1 (needs improvement): Item 5 related to household income being used for consumption less than 80%, and item 9 regarding housing comfort.

- Quadrant 2 (maintain): Items such as income above 10 million rupiah, sufficient to meet needs, and educational and healthcare facilities on Obi Island.
- Quadrant 3 (ignored): No items are included in this quadrant because all have a relatively high level of importance and implementation.
- Quadrant 4 (excessive): Items that are not considered important but are already well implemented, such as public health services and housing facilities.

The analysis shows that areas that need improvement are income and housing, which still do not meet community expectations. Conversely, aspects such as health services and housing facilities show a satisfactory level of implementation and can be maintained.

V. CONCLUSION

The following are the conclusions of the study regarding community satisfaction with mining investments on Obi Island:

This study shows that, in general, the Obi Island community still perceives a gap between expectations and the actual implementation of mining investments, particularly in the areas of income and housing. Servqual analysis indicates that the gap values for most aspects are negative, indicating that implementation remains below community expectations, although the differences are not significant. Meanwhile, the Importance-Performance Analysis confirms that household income for consumption and housing comfort require attention and improvement from stakeholders.

Conversely, aspects such as the community's ability to meet education and health needs, as well as the provision of housing facilities and health services, are generally quite satisfactory and should be maintained. These findings align with the ongoing efforts of PT Harita Group and related parties to improve community welfare while maintaining environmental sustainability on Obi Island.

Therefore, to increase the satisfaction and well-being of the Obi Island community, a focus on improving household economic aspects, particularly sufficient income for consumption and improving housing quality. An approach that actively involves the community is crucial to ensure that mining investments provide maximum benefits to the local community and the environment. This conclusion also reinforces the importance of continuous evaluation and involvement of all parties in the management of mining investments for the welfare and inclusive and sustainable economic development of Obi Island.

REFERENCES

Alkire, S., & Santos, M. E. (2010). Acute multidimensional poverty: A new index for developing countries. OPHI Working Paper, Oxford.

Almeida, et al. (2016). Kajian Potensi Sumber Daya Alam Indonesia. *Jurnal Sumber Daya Alam dan Lingkungan*, 8(2), 123-135.

Badan Pusat Statistik Indonesia (BPS). (2021). *Statistik Indonesia 2021*. Jakarta: BPS.

Kementerian Lingkungan Hidup dan Kehutanan Republik Indonesia. (2023). *Statistik Kehutanan Indonesia 2023*. Jakarta: KLHK.

Martilla, J. A., & James, J. C. (1977). Importance-Performance Analysis. *Journal of Marketing*, 41(1), 77-79.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.

Sangadji, S., & Tjiptono, F. (2013). *Metode Survei dalam Riset Pemasaran*. Malang: UMM Press.

Sukirno, S. (2015). *Ekonomi Pembangunan*. Yogyakarta: Pustaka Pelajar.

Undang-Undang Republik Indonesia No. 4 Tahun 2009 tentang Pertambangan Mineral dan Batubara.

World Bank. (2020). *Indonesia Economic Quarterly: Navigating Promises and Uncertainties*. Washington, DC: World Bank.