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The Satisfaction of Community Members Receiving Family Hope Program Social Assistance In Depok Sub-District

Hilda Kharunnisa Nazifah, Maudy Nurjannatiya, Moh. Taufik Hidayat, Yanto Heryanto

Universitas Swadaya Gunung Jati, Indonesia

E-mail: hildakhnz2@gmail.com, maudynurjannatiya1308@gmail.com,

moh.taufik.hidayat@ugj.ac.id, yanto.heryanto@ugj.ac.id

*Correspondence: maudynurjannatiya1308@gmail.com

KEYWORDS

ABSTRACT

community satisfaction; Family Hope Program (PKH); social assistance This study was conducted to find out the extent of community satisfaction with the recipients of social assistance of the Family Hope Program in Depok District, Cirebon Regency. Depok District is the location of the research and the community receiving social assistance from the Family Hope Program is the subject of this research. This study uses a quantitative method with a descriptive design. The data was collected through the distribution of questionnaires to the community in Depok District which became a research sample from 12 existing villages. This study uses 7 assessment indicators to measure community satisfaction. Among them, satisfaction with the assistance provided, satisfaction with the assistance received as expected or not, satisfaction with the attitude of officers in the disbursement process, satisfaction with the government in paying attention to the needs and desires of the community, satisfaction with the government in responding to problems that occur, satisfaction with the overall performance of officers in the disbursement of assistance. and satisfaction with the suitability of the promised assistance with the assistance that Retrieved. There are 2 indicators that are still complained about by the community. such as satisfaction with the government in responding to the problems that occur, and the suitability of the promised assistance with the assistance obtained. According to this study, one of the factors for these problems is the lack of communication and clarity of information between the Government (Cirebon Regency Social Service) and PKH assistants and the recipient community.

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Introduction

The government implements a strategy to overcome poverty by providing a comfortable living environment and meeting primary needs such as housing, food, and

board. The main problem experienced by most countries around the world is poverty. Although not all countries in the world experience poverty problems, Poverty is a social and economic problem that affects individuals and groups in developed and wealthy countries, affecting their access to basic necessities such as food, education, health, shelter, employment, clean water, defense, environment, natural resources, security, and social, and political participation (Yusliana et al., 2022)

The Family Hope Program (PKH) is a social protection program regulated in the Regulation of the Minister of Social Affairs (Permensos) Number 1 of 2018 which aims to provide non-cash assistance to economically disadvantaged families. This is the country's top priority to alleviate poverty and aims to reduce the short-term burden and break the chain of intergenerational poverty(Permensos, 2018)

PKH aims to break the cycle of poverty for very poor households by providing broad benefits and impacts to society. Participants receive assistance for up to six years, and beneficiaries receive assistance money and obligations in the fields of health and education. The implementation of this program can significantly change lifestyles and health behaviors. Pregnant/childbirth/lactating women and/or children under 5 years old or between 5 to 7 years old that not attending elementary school, or elementary/junior high school students/children between 15 and 18 years old entitled to PKH. PKH recipient families can be sanctioned if they cannot fulfill their health and education obligations (Yusliana et al., 2022).

PKH aims to expand the reach of education, health, and social services to economically disadvantaged families as well as to reduce their short-term expenses. This program also aims to break the cycle of poverty. Beneficiaries who are eligible to receive assistance from this program are children aged 0-21 years, pregnant or breastfeeding women, the elderly, and individuals with severe disabilities, with support provided by their mothers or caregivers (Fahmi & Anwar, 2020).

The success of PKH is also driven by the dedication and efforts made by the PKH implementation team. The companion was led by Indonesian Citizens (WNI) and the Ministry of Social Affairs of the Republic of Indonesia. PKH beneficiary families have responsibility for aspects of health, education, and social welfare. This includes activities such as health checks, provision of nutritious food, implementation of immunizations, measurement of children's weight, as well as the process of registering and ensuring the attendance of children in educational institutions (Regency et al., 2023).

The Cirebon Regency Social Service is effective in distributing non-cash assistance funds to the underprivileged, so that they can significantly improve their economy. According to Supranto, community satisfaction refers to the satisfaction or disappointment experienced when comparing performance or results with expected results (Koloay et al., 2018).

Kotler and Keller (Marlina, 2020) Defining public satisfaction refers to the satisfaction felt by the community in general based on the quality of services provided by a public organization, which can be positive or negative. Comparison between the evidence obtained and the community he expects. Public services that meet people's expectations will cause satisfaction, while if they do not meet people's expectations, they will cause dissatisfaction.

The author conducted research related to the level of community satisfaction with PKH social assistance in Depok District, Cirebon Regency. This study aims to find out how satisfied the community receiving PKH social assistance in Depok District, Cirebon Regency.

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Literature Review

Public services are all activities provided by the government to the community, including public goods and services (Makmur, Agustang, Idkhan, 2019). Public services that meet the expectations of the community will cause satisfaction, while if they do not meet the expectations of the community, it will cause dissatisfaction (Marlina, 2020).

Public perception of services provided by the government is divided into five categories: basic services, basic infrastructure and utilities, social services, basic economic services, and general government programs. (Curatman, Kusmayadi, & Hidayat, 2015)

Consumer (public) satisfaction is one of the direct indicators of the quality of public services provided. The 5 dimensions of public service quality are:(Azizah & Heryanto, 2916)

- 1. Tangible
 - includes physical facilities, equipment, personnel, and communication systems.
- 2. Reability
 - refers to the ability to provide timely, accurate, and efficient services.
- 3. *Responsiveness* refers to the desire of staff and employees to help customers and provide responsive service.
- 4. Assurance includes the knowledge, skills, and trust of staff, regardless of being free of danger, risk, or vulnerability.
- 5. *Empathy*

includes ease of communication, privacy, and understanding of the needs of others.

According to Supranto (Koloay et al., 2018), community satisfaction refers to the satisfaction or disappointment experienced when comparing performance or results with expected results. According to Kotler and Keller (Marlina, 2020), Public satisfaction refers to the satisfaction of the public or society based on the quality of services provided by a public organization, which can be positive or negative. Comparison between the evidence obtained with the community and what he expects(Marlina, 2020)(Marlina, 2020).

According to Kotler (Sudaryono, 2019), community satisfaction is a public evaluation of the use of goods or services in relation to expectations before use. According to Kotler, the level of emotion that customers experience when receiving a service, including whether the service has met their expectations or not, is called customer satisfaction. (Heryanto, 2018)

Ika Yusliana's (2022) research on community satisfaction in Johan Pahlawan District, West Aceh, focuses on recipients of social assistance from the Family Hope Program (PKH). The results showed that the highest level of satisfaction was achieved in Behavior (Audina, 2020) Service Implementer, followed by Fees/Tariffs, as well as Facilities and Infrastructure. The highest level of satisfaction was achieved in Service Implementation Behavior, followed by Facilities and Infrastructure. The research highlights the importance of community satisfaction in achieving social assistance (Yusliana et al., 2022).

Fahmi and Anwar's research on the implementation of the Minister of Social Affairs Regulation Number 1 of 2018 in Berancah Village, Bantan District focusing on the effectiveness of the Family Hope Program in providing support to beneficiary families in various sectors such as education, health, and social welfare. The results of the study show

that the program has a high Community Satisfaction Index (IKM) conversion value of 87.89, with the lowest score in facilities and infrastructure (Fahmi & Anwar, 2020).

In the research of Ardiansyah, Agustang, Muhammad, and Makmur (2021) evaluated community satisfaction with the implementation of the Prosperous Rice Program in Palopo City. The results of the study showed that respondents were satisfied with the ease of program services, officer services, and the absence of community fees. However, there were reports of delays in the distribution of welfare rice. The research also found that the Family Hope Program (PKH) has the highest Community Satisfaction Index (IKM) value, with the lowest score in the Facilities and Infrastructure indicator. Overall, the study highlights the importance of community satisfaction in public services (Makmur, Agustang, Idkhan, 2019)

Maryanti, Lisarini, Lestari's research entitled "Analysis of Family Satisfaction of Beneficiaries of the Family Hope Program (KPM-PKH) on the Distribution of Rice Social Assistance (BSB) by Perum, Bulog Cianjur Branch", the purpose is to evaluate the impact of the quality, quantity, and timeliness of rice distribution on the satisfaction of beneficiaries of the Family Hope Program (PKH). The results of the study showed that job placement significantly affected employee performance, with a contribution of 53.3%. The response to this program is positive because there is no cost charged to the community The response to this program is positive because there is no charge from the community. However, there were reports of delays in the distribution of welfare rice. The comfort and safety of the service are also high with an average score of 3.16. The conversion value of the Community Satisfaction Index (IKM) was 87.89 with the highest value in Costs/Tariffs (Maryanti et al., 2021).

Research Methods

This study uses a quantitative methodology with a descriptive quantitative design. This method utilizes survey and questionnaire techniques as one of the aspects of research that aims to identify the general public as a sample representing related groups. The study population is all residents in Depok District, Cirebon Regency who are PKH beneficiaries. The sampling method used is simple random sampling which is a random sample selection by considering several relevant variables (Sugiyono, 2013). The results of this study make the residents of Depok District, Cirebon Regency accurately and transparently represented.

The sampling technique in this study uses probability sampling. In this technique, every individual in the population has an equal chance of being selected as a sample. In addition, the simple random sampling method is also used in this study. The reason for the term "simple random sampling" is because Researchers combine subjects in a population so that each subject is considered equal when collecting samples. The researcher ensures that all subjects have equal access to opportunities in this way in the book (Machali, 2021).

Of the many methods that exist, there is a method to determine the sample size required as a respondent, namely by using the Taro Yamane or Solvin formula in the book (Machali, 2021).

Based on the formula that has been determined, the number of respondents in this study can be selected so that it can represent the entire population. This includes the number of people who are beneficiaries of the PKH (Family Hope Program) in Depok District as many as 2,505 people.

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In this study, the researcher determined the population (N) of 12 villages in Depok District as many as 2,505 people with the desired level of precision/deviation due to sampling error (d²) of 0.1 or 10%. With this formula, a sample size of 96,161 or 96 people was obtained. For more details, it can be seen from the calculation results as follows:

$$n = \frac{N}{Nd^{2} + 1}$$

 $n=\frac{\it N}{\it Nd^{2=}+1}$ So using the calculation above, the number of samples (n) collected for this study is 96 people. The basic random sampling method is the sampling strategy used. Every community that receives assistance from the Family Hope Program (PKH) has the same opportunity to be selected as a respondent.

The Likert scale is used in research measurements. The Likert Scale is a measurement tool most widely used in survey research and often used in questionnaires (Taluke et al., 2019). There are seven types of questions that have an answer scale of 1 to 5, namely 1 = Dissatisfied, 2 = Less Satisfied, 3 = Quite Satisfied, 4 = Satisfied, and 5 = Very Satisfied.

Results and Discussions

Based on the data obtained, the community receiving PKH Social Assistance in Depok District in 2024 consisting of 12 villages, totaling 2,505 people with 96 respondents. The calculation of the score for each item is written with a formula in the administrative research method book, namely:(Sugiyono, 2013)

The number of respondents
$$\times$$
 the number of

Therefore, a standard score for each item is obtained to be able to measure community satisfaction with the criteria that have been set, namely:

r Criterion	
Dissatisfied	
Dissatisfied	
Quite satisfied	
Satisfied	
Highly satisfied	

Based on the results of the questionnaire, the level of community satisfaction of PKH social assistance recipients was obtained consisting of 7 indicators, which are as follows:

1. Satisfaction with the PKH social assistance obtained.

Based on the results of the questionnaire from 96 respondents, a total score of 439 or in the Very Satisfied criterion was obtained. This shows that the community is very satisfied with the social assistance they receive. The reason the community answered very satisfied was because the social assistance of the Family Hope Program was very helpful in meeting their basic needs.

2. Satisfaction with the social assistance obtained is in accordance with the expectations of the community.

Based on the results of the questionnaire from 96 respondents, a total score of 344 or within the Satisfied criterion. This shows that they are satisfied with the assistance received because it meets their expectations. The reason the community answered satisfied was because the assistance provided was in accordance with their expectations

so that the community felt helped to meet their living needs. Basically, the public does not expect large amounts of funds.

Based on the results of the research, most people will receive no matter how nominal the assistance funds are given, the most important thing for them is consistency in the distribution of this assistance. This means that they only want the distribution of this assistance to run regularly and on time. Enough is enough for them to be happy because they feel helped to meet the needs of life.

3. Satisfaction with the attitude of officers in the process of disbursing PKH social assistance.

Based on the results of the questionnaire from 96 respondents, a total score of 423 or including the **Very Satisfied criterion**. This shows that the community feels very satisfied with having empathy for the relevant officers at the time of disbursement of funds. The reason most people answered very satisfied was because the officers showed a friendly, polite and polite attitude, and were responsive in providing assistance, so that the community felt appreciated as recipients of PKH social assistance. The places for disbursement of aid funds are at Bank Mandiri, Bank BNI, Bank BTN, and the Indonesia Post Office.

4. Satisfaction with the government in paying attention to the needs and desires of the community.

Based on the results of the questionnaire from 96 respondents, a total score of 403 or including **the Very Satisfied** criterion. This shows that the community feels very satisfied with the government in paying attention to the needs and desires of the community. The reason most people answered very satisfied is because they feel cared for, especially for people with low income and have school children, pregnant women, and the elderly (elderly).

5. Satisfaction with the government in providing a satisfactory response to complaints about the problems that occurred.

Based on the results of the questionnaire from 96 respondents, a total score of 372 or including **the Satisfied criterion was** obtained. This shows that the community is satisfied with the government in responding to complaints about the problems that occurred. The reason most people answered satisfied was because the government had given a good response to all problems that occurred so that people felt heard and appreciated as recipients of this social assistance. However, based on the results of the questionnaire, there were 6 people who answered that they were not satisfied with the 2 value scale because they felt that the government was slow to respond to complaints about problems that occurred, such as in the process of disbursing funds, there were still a small number of people who were pending and it happened repeatedly but there was no improvement.

6. Community satisfaction with the overall performance of officers in the search for social assistance.

Based on the results of the questionnaire from 96 respondents, a total score of 407 or including **the Very Satisfied** criterion. This shows that the community is very satisfied with the overall performance of the officers at the time of disbursement of funds. The reason most people answered very satisfied was because the officers showed an overall performance of friendly, polite and polite responsiveness, and were quick in providing assistance so that the community felt comfortable and satisfied with the overall performance of the officers as recipients of PKH social assistance.

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7. Public satisfaction with the suitability of the assistance promised by the government with the assistance obtained.

Based on the results of the questionnaire from 96 respondents, a total score of 305 or including **the Satisfied criterion was** obtained. This shows that the community is satisfied with the government for the conformity promised with the assistance obtained. The reason most people answered very satisfied was because however, from the results of the questionnaire there were 8 people who answered less satisfied with a score of 2 because they felt that the assistance obtained was not in accordance with the promise by the government. For example, the public should have received Rp 330,000, - but what was received was only Rp 250,000, - without any clear reason.

Furthermore, the author will measure the overall satisfaction of the community from 96 respondents based on 7 questions in the questionnaire with the following scoring standards and criteria:

Standard Total Score	Criterion
< 672	Dissatisfied
672-1.344	Dissatisfied
1.344-2.016	Quite satisfied
2.016-2.688	Satisfied
2.688-3.360	Highly satisfied

The total score obtained from the seven indicators included in the questionnaire is 2.693 or included in the **Very Satisfied** criterion. This shows that the majority of people who receive Social Assistance through PKH in Depok Regency, Cirebon Regency are very satisfied with the program.

This study shows that public trust in the government is quite strong, because the higher the government's attention to the community, the more people will trust all performance, policies, and programs in the future. There are several factors that affect the satisfaction of the community receiving social assistance from the Family Hope Program, such as satisfaction with the assistance received, satisfaction with the assistance received as expected or not, satisfaction with the attitude of officers in the disbursement process, satisfaction with the government in paying attention to the needs and desires of the community, satisfaction with the government in responding to complaints and problems that occur. The community is very satisfied with this program because it can help them meet their living needs.

The summary of the questionnaire results per indicator and overall score is as follows:

It	Indicators	Score	Criterion
1.	Satisfaction with the assistance received	439	Highly
			satisfied
2.	Satisfaction with the assistance received is as	344	Satisfied
	expected or not		
3.	Satisfaction with the attitude of the officer in the	423	Highly
	disbursement process		satisfied
4.	Satisfaction with the government in paying attention	403	Highly
	to the needs and desires of the community		satisfied
5.	satisfaction with the government in responding to	372	Satisfied
	complaints and problems that occur		

6.	Community satisfaction with the overall performance of officers in the search for social assistance	407	Highly satisfied
77.	Public satisfaction with the suitability of the assistance promised by the government with the assistance obtained	305	Satisfied
	Total	2.693	Highly satisfied

Conclusion

Based on the results of the research, it can be concluded that the recipients of the Family Hope Program (PKH) in Depok District, Cirebon Regency are very satisfied with the program. If detailed in each indicator, the level of satisfaction of PKH recipients is: Satisfaction with the assistance received (Very satisfied). Satisfaction with the assistance received as expected or not (satisfied). Satisfaction with the attitude of the officer in the disbursement process (Very satisfied). Satisfaction with the government in paying attention to the needs and desires of the community (Very satisfied). Satisfaction with the government in responding to complaints and problems that occur (Satisfied). Community satisfaction with the overall performance of officers in seeking social assistance (Very satisfied). Public satisfaction with the suitability of the assistance promised by the government with the assistance obtained (Satisfied).

The people who receive PKH who are very satisfied will have a positive impact on public trust in the government. However, in PKH, there are still several problems, namely the government's slow response in responding to complaints and problems that occur in PKH. In addition, the assistance promised by the government has not been fully in accordance with the assistance obtained due to the deduction.

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