
Analysis of Community Response to Family Hope Program Services in Buton Regency

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Abstract

The Family Hope Program (PKH) service is one of the government's strategic steps in alleviating poverty. This program is designed to provide conditional social assistance to very poor families, with the hope of improving the quality of life of people in pre-prosperous conditions. This research explores the community's response to the Family Hope Program (PKH) services in Buton Regency. The research method used is quantitative research with the Smart PLS4 analysis tool. Data was collected by distributing questionnaires using Google Forms to people who knew about PKH services. Data analysis was carried out using content analysis techniques to determine patterns of community response to PKH services. The research results show variations in community responses to PKH services. The economic conditions of the community have been proven to have a significant influence on PKH services. However, other factors such as service quality, community participation, availability of resources, community perception, and program implementation are still not optimal in implementation. These findings provide insight into how PKH services can meet community needs. The implications of this research can be a basis for the government to increase the effectiveness and acceptability of programs and develop better communication strategies.

Keywords: buton regency; community response; family hope program; poverty; public services



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1. Introduction

Public services consisting of public goods or services are basically carried out by the government in an effort to meet the needs of the community called public services (Wilson, 2018). Public services must be improved because the needs of the community are increasing. According to Ŧigānaşu (2019), improving the quality of service is defined as the existence of an equal relationship between the service user community and the apparatus responsible for providing services, which must be supported by their ability as service providers. Along with the rollout of reforms, the demands on the competence of government employees in the government system are increasing, especially in the field of services. Community services should not be neglected and must be adjusted to the demands of the globalization era (Di Carlo, 2023).

Public services by the government are still faced with many weaknesses that make them unable to meet the standards expected by the community (Mukwarami et al., 2022). This is marked by the many public complaints submitted through the mass media, which creates a bad image of the government. The government must continue to strive to improve the quality of services because its main task is to serve the community (Campomori & Casula, 2022). One of them is population administration services, which include services such as Identity Cards, Family Cards, Birth Certificates, Marriage or Divorce Certificates, and Death Certificates. Transparency and accountability for the benefit of the community must be the basis for public services that are oriented towards the interests of the community (Kewo & Tanor, 2020). In the socio-economic context, poverty is one of the public services that is of concern to the government today.

Poverty is a very important social issue (Ekardo et al., 2014). This phenomenon becomes a problem of self-determination, which can disrupt the social cohesion of society as a whole. The government has made this issue a top priority to improve the quality of life of the community (Zakaria & Husaini, 2019). These unfavorable economic conditions can lead to hunger, malnutrition, and low access to expensive health services, all of which can be very detrimental to society. The government through the Ministry of Social Affairs of the Republic of Indonesia is an institution that involves systematic activities in overcoming these problems. Improving the quality of life of individuals, groups, and communities is significantly influenced by the government's efforts to alleviate poverty (Usman, 2019). This emphasizes that the government plays a very important role in reducing the poverty rate, with the hope of improving people's welfare.

The community's response to the problem of poverty is a picture of the social dynamics that occur in Indonesia (Nurkhalita, 2022). In various contexts, this response can range from attitudes, opinions, to actions taken by the community towards a certain event, policy, or phenomenon. Community response can be an important indicator in evaluating the effectiveness of various public policies, social programs, or other initiatives (Damanik, 2019). The quality and intensity of community responses can also reflect the level of satisfaction, need, or dissatisfaction felt by individuals or groups in society towards various aspects of their lives (Zhafaratul Hasanah, 2018). Therefore, the community's response to public policy is crucial for the government.

In the context of poverty management, the government is present through the Family Hope Program (PKH) as an effort to reduce poverty rates through direct assistance to families in need (Sutikno et al., 2023). PKH services in Indonesia consist of several important regulations that support its implementation. This program is regulated by Law Number 40 of 2004 concerning the National Social Security System and Law Number 13 of 2011 concerning the Handling of the Poor (Susila Wibawa, 2019; Usman, 2019). In addition, there is also Presidential Regulation Number 15 of 2010 concerning the Acceleration of Poverty Alleviation and Regulation of the Minister of Social Affairs Number 1 of 2018 which is the main legal umbrella for PKH (Agus et al., 2013; Rizayani et al., 2022). This program was launched during the administration of President Susilo Bambang Yudhoyono and continues to this day.

The goal of the Family Hope Program (PKH) is to improve the welfare of the community, but this cannot be achieved due to low family participation (Ekardo et al., 2014). This phenomenon is caused by the fact that the beneficiary community does not know the purpose of PKH services. This is evidenced by the existence of social assistance recipients who are not on target, such as a number of beneficiaries who have luxurious houses and families who are classified as wealthy but are still registered as poor families receiving PKH (Agus et al., 2013). This program should be aimed at underprivileged families or in this case underprivileged families (Rizayani et al., 2022).

Empirical studies on the Family Hope Program (PKH) in the perspective of public sector services focus on social welfare (Rizayani et al., 2022; Tomatala et al., 2023; Usman, 2019). Likewise, there is very little research on evaluation of the long-term impact of PKH services. The successful implementation of PKH is a government goal that has an impact on poverty alleviation. This study fills gaps in the literature on the long-term impact of the program and focuses on the factors that influence

community response to PKH services (Rizayani et al., 2022). Therefore, this study aims to explore the community's response to PKH services through service quality, information availability, community participation, resource availability, and community satisfaction in Buton Regency. Based on the above background description, the author wants to research more about "Analysis of Community Response to Family Hope Program Services in Buton Regency".

To obtain information on the extent of public perception of the Family Hope Program (PKH) services in Buton Regency, this study adopts the theory of policy evaluation proposed by William Dunn (Dunn, 2001). This theoretical framework utilizes five evaluation criteria, namely effectiveness, efficiency, adequacy, equity, and responsiveness (Nisa, 2023). With this approach, the research aims to explore community responses based on several aspects, including the quality of services provided, the availability of information about the program, the level of community participation, the availability of resources that support the program, and community satisfaction with PKH services. Through a deep understanding of these criteria, it is hoped that factors that affect public perception can be identified and recommendations can be made for the evaluation of PKH services.

The following is a list of abbreviations of variables used in the study to facilitate understanding of data interpretation:

Table 1. List of Abbreviations of Research Variable Indicators

Variabel	Indicator	Singkatan
Y	Family Hope Program	PKH
	Quality of Service	KL
	Community Participation	PM
X	Economic Conditions	KE
	Resource Availability	KSD
	Community Perception	PSM
	Program Implementation	PP

Source: Processed by the Author (2025)

The hypothesis research model is used to examine how the variables studied relate to each other (Nurdin & Hartati, 2019). This can help explain the events regarding the Family Hope Program (PKH). Researchers can find independent and dependent variables by making clear hypotheses. In situations like these, a hypothesis research model will help determine the focus of the analysis and provide a systematic framework for evaluating the data collected.

The hypothetical research model is as follows:

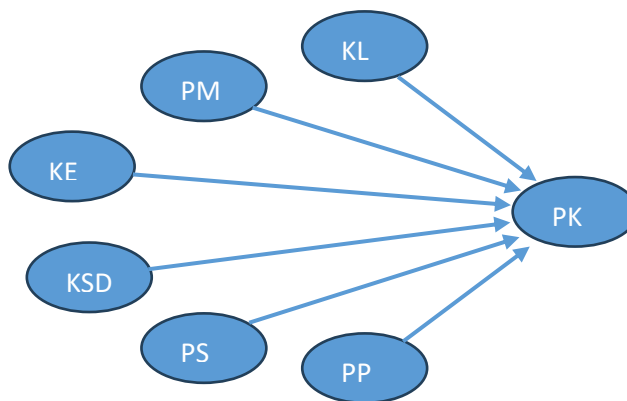


Figure 1. Research Model
Source: Processed by the Author (2025)

From the theoretical framework above, in the context of the community's response to PKH services in Buton Regency, the hypothesis can be formulated as follows:

- H1. KL significantly affects PKH.
- H2. PM significantly affects PKH.
- H3. KE significantly affects PKH.
- H4. KSD significantly affects PKH.
- H5. PSM significantly affects PKH.
- H6. PP does not have a significant influence on PKH.

2. Method

This study uses a qualitative method with a survey approach to obtain primary data on community responses to the Family Hope Program (PKH) services in Buton Regency. The survey design was applied through the use of structured questionnaires that were prepared independently as the main instrument in data collection (Nurdin & Hartati, 2019). The questionnaire was carefully designed to be able to explore various important aspects relevant to the research topic, especially in measuring perceptions of the implementation of PKH services. This research is located in Buton Regency, Southeast Sulawesi Province, with the target audience being people who have an understanding of PKH services. The respondents were selected from various regions in Buton Regency to get a more comprehensive picture of public perception of the implementation of the program.

Based on data from the Central Statistics Agency (BPS) in 2022, there were 119,353 people recorded in Buton Regency. Most people understand the services of the Family Hope Program (PKH). According to the Slovin formula [$n = N / (1 + Ne^2)$], with a significant rate of 10%, where the population has the same characteristics. The sample of this study was 50 men and 50 women. Thus, the total number of respondents is 100. This study uses random sampling techniques (Syamsul & Ritonga, 2017). Simple random sampling is one of the sampling techniques, each sample has an equal chance of being selected. In this study, the sample is residents who understand PKH services in Buton Regency. Based on this data, respondents were collected and asked to fill out a questionnaire provided through the google form.

Table 2. Questionnaire Design

Abbreviation	Indicator
Family Hope Program (PKH)	Health Fulfillment (PKH1)
	Education Fulfillment (PKH2)
	Economic Improvement (PKH3)
Quality of Service (KL)	Responsive Service (KL1)
	Service Accessibility (KL2)
	Integrity and Transparency (KL3)
Community Participation (PM)	Community Participation Rate (PM1)
	Community Groups (PM2)
	Monitoring by the Community (PM3)
Economic Conditions (KE)	Household Income (KE1)
	Food Security (KE2)
	Participation in Productive Work or Program (KE3)
Resource Availability (KSD)	Budget Allocation (KSD1)
	Training and Workforce Development (KSD2)
	Access to Data and Information (KSD3)
Community Perception (PSM)	Trust in Program Integrity (PSM1)
	Service Satisfaction Level (PSM2)
	Perception of Program Impact (PSM3)

Abbreviation	Indicator
Program Implementation (PP)	Transparent Selection Process (PP1)
	Non-Discriminatory Approach (PP2)
	Justice in Aid Distribution (PP3)

Source: Processed by Author (2025)

Quantitative survey questions are used to collect research data. After the questionnaire was closed, the Likert scale was used to measure respondents' opinions, with a score of 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree. SEM-PLS analyzes data to determine reliability and validity and tests hypotheses and regressions.

3. Result and Discussion

This study aims to provide an overview of how the people of Buton Regency respond to the Family Hope Program (PKH) services by using a quantitative approach and systematic data analysis. This analysis is expected to be the basis for the development of policies that are more responsive and in accordance with the needs of the community and provide practical recommendations for program organizers to improve the welfare of beneficiary families. The results will show not only how effective the program is, but also what needs to be improved to improve the social impact of PKH services.

3.1 Respondent Demographic Profile

Table 3 presents data on the characteristics of respondents can be described as follows. First, in the gender category, there is a balance between males (50%) and females (50%). The majority of respondents were in the age range of 18-24 years (46%), followed by 25-34 years (24%), 35-44 years (14%), 45-54 years (11%), 55-64 years (6%), and > 65 years (1%). Meanwhile, in terms of employment, the majority of respondents were students/students (33%), followed by self-employed (14%), farmers (10%), unemployed (10%), traders (8%), housewives (9%), civil servants (9%), fishermen (5%), while minorities from the TNI/Polri (2%). In terms of education, the majority have a high school/vocational/ma/equivalent education background (49%), followed by D4/S1 (35%), Junior High School/MTS/equivalent (5%), Diploma I/II/III (6%), S2 (2%), S3 (1%), SD/MI/equivalent (1%), and those who do not have a diploma (1%).

Table 3. Respondent Demographic Profile

Characteristics	Category	Frequency (n=100)	Percentage (100%)
Gender	Man	50	50%
	Woman	50	50%
Age	18-24 Years	46	46%
	25-34 Years	24	24%
	35-44 Years	14	14%
	45-54 Years	11	11%
	55-64 Years	6	6%
	> 65 years old	1	1%
Work	Not working	10	10%
	Farmer	10	10%
	Fisherman	9	9%

Characteristics	Category	Frequency (n=100)	Percentage (100%)
Final Education	Self employed	14	14%
	Merchant	8	8%
	Housewives (IRT)	9	9%
	PNS	7	7%
	TNI/Polri	2	2%
	Student/Student	33	33%
	No Diploma	1	1%
	SD/MI/equivalent junior high school/MTS/equivalent	1	1%
	SMA/SMK/MA/equivalent	5	5%
	Diploma I/II/III	49	49%
	D4/S1	6	6%
	S2	35	35%
	S3	2	2%
	1	1%	

Source: Respondent Data via Google Form (2025)

3.2 Means, Standard Deviation, and Cronbach Alpha

Alpha Cronbach is a statistical method used to measure the extent to which items in a construct correlate with each other, thus providing an idea of the reliability and validity of the measuring tool used. Alpha Cronbach justifies the internal consistency construction indicator. When Cronbach's alpha value is 0.70 or higher, it signifies that the construct indicator is reliable and valid (Taber, 2018). Table 3 shows that all constructions (KSD = 0.887, KE = 0.857, KL = 0.870, PM = 0.811, PP = 0.848, PMS = 0.901, PKH = 0.869) have a high level of reliability.

Table 4 also shows the mean which indicates the frequency level of the construct. The frequency levels are grouped into three intervals: 1 – 2.33, 2.34 – 3.67, and 3.68 – 5, which are low, medium, and high frequency levels, respectively. Based on the findings, it shows that all constructions are categorized as high frequency levels. The results showed that most of the respondents gave a positive assessment, especially on the KE variable with the highest mean value of 3,649. However, the PP variable showed a lower assessment with the lowest mean, which was 3,006. Other variables, such as KSD, KL, PM, and PMS are in a fairly balanced average range. Overall, these findings show that the Family Hope Program received a positive perception from respondents, with the economic aspect (KE) receiving the highest rating, while the program implementation aspect (PP) tended to receive a more critical assessment.

Table 4. Mean, standard deviation, and Cronbach alpha (N = 100)

Variabel	Mean	Standard Deviation	Cronbach's alpha
KSD	3.421	1.077	0.887
KE	3.649	1.022	0.857
KL	3.5383	1.013	0.870
PM	3.585	1.124	0.811
PP	3.006	1.178	0.848

Variabel	Mean	Standard Deviation	Cronbach's alpha
PMS	3.491	1.077	0.901
PKH	3.667	1.006	0.869

Source: Processed using Smart PLS4 (2025)

3.3 Validated Research Model

Validated research models are a crucial step in verifying and measuring the degree of compatibility between theoretical concepts and collected empirical data (Raja et al., 2011). Table 5 shows the results of hypothesis testing and regression analysis. The hypothesis will be supported when the p value is below 0.05 (Siddik & Chabachib, 2017). Regression analysis showed the level of influence of the variables categorized on three R-square scales, namely 19% - 33% low (weak), >33% - 67% moderate, and >67% strong (substantial).

Table 5. Hypothesis Test

Indicator	P values
KSD	0.511
WED	0.008
AT	0.842
PM	0.097
PP	0.157
PSM	0.984

Source: Processed using Smat PLS4 (2025)

As shown in table 5, *the* results of the hypothesis test stated that KE significantly affects PKH services, supported (Rizayani et al., 2022). The results of the hypothesis test showed interesting variations in significance among the indicators tested. The KSD indicator has a p-value of 0.511, indicating that this variable does not have a significant influence on PKH. In contrast, the KE indicator shows a low p-value, which is 0.008. This indicates that this variable has a significant influence on the dependent variable. These results highlight the importance of economic conditions in the context of this study. Meanwhile, the indicators of KL, PM, PP, and PSM did not have a significant influence on PKH.

In addition, the insignificance of KSD indicators and other indicators suggests that factors such as service quality (KL), community participation (PM), public perception (PP), and community satisfaction (PSM) may need to be reviewed or strengthened to improve program impact. These findings underscore the need for a more integrated approach in the management of PKH, where economic conditions and other social factors interact with each other to effectively achieve the program's objectives. Thus, recommendations to improve less significant elements can help improve the overall effectiveness of the Family of Hope Program.

Figure 2 shows that all indicator values are above 0.5, which indicates that all indicators used in this study are valid. The validity of the indicators is essential to ensure that the data obtained is trustworthy and reflects the existing reality. Thus, the results of this analysis provide confidence that the instruments used in the study are able to accurately measure public perception of the Family Hope Program (PKH) services.

The results of the hypothesis test in figure 2 show interesting findings in the relationship between independent variables and dependent variables. The hypothesis that received support was the H3 hypothesis, which states that KE significantly affects PKH with a positive impact. These findings suggest that economic well-being can contribute positively to the effectiveness and sustainability of the Family Hope Program. Meanwhile, the results of the H1, H2, H4, H5, and H6 hypothesis tests showed that the variables KL, PM, KSD, PSM, and PP affected PKH to be rejected. These findings suggest that these factors did not contribute significantly to the success of the Family Hope Program. Thus, these

findings mean that the more positive the KE, the higher the PKH rate. An indicator is said to be valid if the value is above 0.5 (Dyah Budiastuti, 2018).

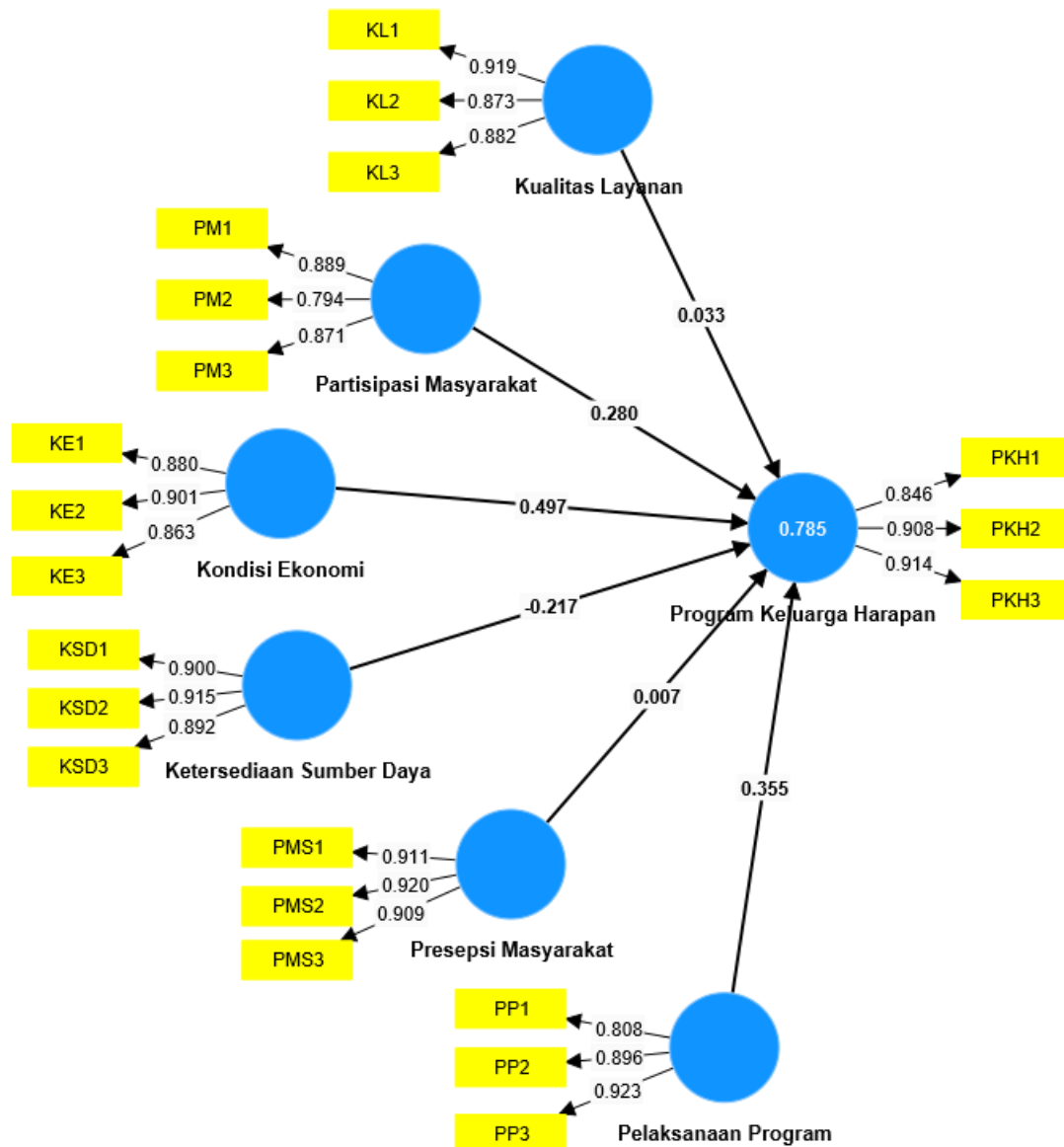


Figure 2. Validated Research Model
 Source: Processed by the Author (2025)

Analysis of validated research models showed a generally adequate level of validity for most of the indicators measured. In the validity matrix, all correlation coefficient values between the indicator and its construct are above the threshold of 0.5, indicating that each indicator has adequate validity to the constructed measured (Dyah Budiastuti, 2018). In particular, the KE, KL, KSD, PM and PP indicators had the highest correlation values. Thus, the results of the validation of the research model illustrate that which shows that all indicators are valid.

The findings in this study describe a comprehensive picture of the Family Hope Program (PKH). This study examines the community's response to PKH services in Buton Regency. This study verifies that the economic condition of the community has a significant effect on the services of the Family Hope Program (PKH). The main factors include household income, food security, and participation in productive programs. This result is in accordance with the research of Zhafaratul Hasanah & Jam Jam (2018), which states that economic conditions have a positive and significant impact

on the socio-economic conditions of PKH beneficiaries. This impact involves aspects of health, education, and social welfare, while adhering to economic principles. This is an effective effort in alleviating poverty and improving the welfare of PKH beneficiaries.

In addition, this study also found that the quality of service in this program is still less than optimal. This not only affects the level of the community's economic conditions, but also does not have an impact on improving the quality of PKH services. Meanwhile, scholars say that the quality of PKH services has gone well according to the existing mechanism (Daniati, 2022). The findings of this study show that there are still gaps or shortcomings in the aspects of service responsiveness, accessibility, integrity and transparency of PKH services. Therefore, improvements are needed in the management and socialization aspects of the program so that the economic benefits provided can be felt comprehensively by the beneficiaries in accordance with the program's objectives.

Community participation was found to be quite high, showing enthusiasm and positive involvement in the PKH program (HUSODO, 2022). However, there are obstacles such as the level of community group participation and monitoring by the community is still not optimal. To increase the effectiveness of participation, further efforts are needed to motivate and actively involve community groups, as well as strengthen monitoring mechanisms by the community. Improving coordination between program organizers, community groups, and the general public can be strategic steps to overcome these obstacles. Thus, PKH has greater potential to achieve its goals in improving the welfare of the beneficiary community. In addition, the availability of resources is considered less effective. This occurs due to the central government's lack of understanding of field conditions (Zhafaratul Hasanah, 2018). These findings highlight that budget allocation, training and workforce development, and access to information are still not maximized.

The critical findings of this study have an impact on public perception of PKH services. The results of these findings highlight the importance of trust in program integrity, level of satisfaction with services, and perception of the impact of the PKH program. However, these findings are not in line with the results of Damanik (2019) research, which states that public perceptions show that people have positive perceptions, positive attitudes, and active participation in PKH services. There needs to be an evaluation in receiving, responding, and identifying problems that need to be improved to increase the effectiveness and acceptance of the program. Based on research conducted by Prabowo & Apriyanto (2018), it was found that there was an imoptimization in the PKH program, especially in data collection, socialization, observation, and supervision. These findings are in accordance with the theory put forward. The implementation of the PKH service program is considered less than optimal in several aspects, such as a selection process that is less transparent, discriminatory, and fairness in the distribution of aid. Improvements in these processes are considered necessary to increase the effectiveness and sustainability of PKH services.

4. Conclusion

The results of this study provide a comprehensive overview of the community's response to the Family Hope Program (PKH) services in Buton Regency. The economic condition of the community has been proven to have a significant effect on PKH services. These findings are consistent with previous research that stated that economic conditions have a positive and significant impact on the socio-economic conditions of PKH beneficiaries. The implementation of Islamic economic principles was also identified as an effective effort to alleviate poverty and welfare of the beneficiary communities. However, the results of the study also revealed that the quality of PKH program services is still less than optimal, with the impact not only limited to the level of the community's economic conditions but also to improving the quality of PKH services. This highlights the expansion of efforts in the aspects of service responsiveness, accessibility, integrity, and transparency of PKH services.

Community participation in PKH is considered high, reflecting enthusiasm and positive involvement in the program. However, obstacles such as the level of participation of community groups and monitoring by the community are still not optimal. In addition, the availability of resources is

considered less effective, influenced by the lack of understanding of the central government on the field conditions. This shows the need to increase budget allocation, training and workforce development, and access to information so that resources can be used optimally. In addition, public perception of PKH services reflects positive trust, good satisfaction levels, and active participation. Differences in perception show that there are variants in the assessment of PKH services.

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