

THE INFLUENCE OF SOCIAL COMPANION COMPETENCE ON THE EFFECTIVENESS OF PKH SOCIAL ASSISTANCE UTILIZATION BY KPM

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ABSTRACT

Introduction: This study aims to analyze the influence of social assistant competency on the effectiveness of the utilization of social assistance funds from the Family Hope Program (PKH) by Beneficiary Families (KPM) in Sukawali Village, Pakuhaji District. The competency dimensions analyzed include knowledge, skills, and attitudes in carrying out assistance tasks.

Methods: This study uses a quantitative approach with survey techniques and simple linear regression analysis of 50 randomly selected KPM.

Results: The results showed that social assistant competency had a positive and significant effect on the effectiveness of PKH fund utilization (regression coefficient = 0.493; $p < 0.001$). The regression model has met the assumptions of linearity and homoscedasticity. These findings underline the importance of competency-based training to improve the role of social assistants in encouraging the use of funds that are targeted and sustainable funds.

INTRODUCTION

The Family Hope Program (PKH) is a strategic step taken by the Indonesian government as part of efforts to reduce poverty through the distribution of social assistance accompanied by certain requirements. This program aims to improve the quality of life of poor families by focusing on access to education, health services, and the fulfillment of basic needs. Since its implementation, PKH has shown positive impacts, such as increasing school participation and improving the health status of Beneficiary Families (KPM) (Kementerian Sosial Republik Indonesia, 2024). The study of Hartarto & Wardani, (2023) revealed that the PKH social assistance program focuses on the development of children's human resources, which shows a positive signal that when assistance is stopped, the likelihood of children returning to the same educational conditions as before the program becomes smaller.

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Of course, the effectiveness of this program depends heavily on the role of social companions as the main implementers in the field. Social companions are responsible for ensuring that the assistance provided is used in accordance with the program's objectives, as well as providing education to KPM on financial management and economic empowerment. Research in various regions shows that the role of social companions is crucial in encouraging KPM independence (Gunawan et al., 2024).

However, field findings in Sukawali Village show that some KPM use aid funds for needs that are not in line with program priorities, which may be influenced by economic pressure or low understanding of program objectives. This highlights the importance of social companion competencies in ensuring the effectiveness of the program. These competencies include technical understanding, communication skills, problem identification skills, and motivation to empower KPM (Komalasari & Nugroho, 2023).

A study by Gunawan et al., (2024) in Southwest Aceh and Makassar shows that intensive mentoring increases the awareness of KPM in meeting program requirements and starting economic ventures. However, in Gampong Bluka Teubai, extreme economic conditions actually led to the misuse of aid funds. This underscores the importance of a contextual approach.

In Sukawali Village, even though PKH has been running, there are still families who have not achieved independent graduation due to the lack of optimal use of social assistance funds. The competence of PKH social companions is suspected to be a determining factor in this case, considering the complexity of socio-economic challenges in the area. The purpose of this study is to evaluate the relationship between the competence of social companions and the effectiveness in the use of PKH funds, as well as to develop strategic recommendations to increase the capacity of companions.

The theoretical contribution of this research lies in strengthening the concept of human resource competency-based empowerment in social work. Practically, the results of this study can be a reference to the government to develop companion training modules that are adaptive to local conditions (Marfiani et al., 2022).

Problem Formulation

1. What is the level of competence of social companions in Sukawali Village?
2. How effective is the use of PKH social assistance funds by KPM?
3. Is there a significant influence on the competence of social companions on the effectiveness of the use of PKH funds?

Research Objectives

Measuring the level of competence of social companions in Sukawali Village.

1. Evaluate the effectiveness of the use of PKH funds by KPM.
2. Analyze the influence of companion competencies on the success of the program.

Theoretical Benefits:

This research contributes to the development of literature on the role of human resource competencies in conditional assistance-based social empowerment programs. This study broadens the understanding of how elements of technical competence, communication, and empowerment can affect the effectiveness of social policies. In addition, the results of this study strengthen the theory of competence in social work (Spencer & Spencer, 2008), which states that individual performance in the context of work is strongly influenced by cognitive, affective, and practical competence.

Practical Benefits:

Practically, the results of this study can be a reference for the Ministry of Social Affairs of the Republic of Indonesia and local policy makers in compiling and adjusting social assistance training modules to be more contextual and responsive to the dynamics of the local community. In addition, this research can assist PKH implementing organizations in developing a competency-based monitoring and evaluation system to increase the effectiveness of mentoring and accelerate the independent graduation process of Beneficiary Families (KPM).

Human Resource Management (HRM) is a strategic approach in managing individuals involved in an organization, either as permanent employees, contract employees, or volunteers, to support the achievement of the organization's vision and mission. The main functions of HR include workforce needs planning, recruitment and selection processes, training and competency development, performance appraisals, compensation systems, and employment relationship management. All of these functions are designed to empower human potential to contribute maximally to the effectiveness and operational efficiency of the organization (Mondy & Martocchio, 2016). In addition, HR also plays an important role in forming an internal control system that is able to direct HR behavior in accordance with the overall organizational strategy.

In the scope of social organizations such as non-profit institutions and community services, the role of MSDM is very important because humans are the main drivers of all operational activities. Structured and responsive human resource management not only increases the motivation and productivity of the workforce, but also determines the quality of social services provided to the community (Ulrich & Brockbank, 2005). Human resources in the social context must integrate ethical values, social justice, and sustainability, so that the implementation of organizational programs is not only results-oriented, but also on morally and socially responsible processes.

One of the main theories on which MSDM is founded is the theory of human capital, which emphasizes the importance of investing in career development, work experience accumulation, and the improvement of individual abilities. These three aspects are believed to have a causal relationship that affects each other and will ultimately strengthen the contribution of human resources to organizational performance (Becker, 1993). Structured and targeted career planning can broaden the scope of work experience, deepen skills, and form the core competencies needed to meet future organizational challenges.

In the quantitative research model used in this study, the main variables to be analyzed include career planning, work experience, individual abilities, human resource development, and organizational performance. This model is intended to test the hypothesis that there is a positive relationship between career planning, experience, and ability, with a considerable impact on organizational performance and productivity. In addition, human resource development and knowledge management practices are also assumed to have an important contribution in shaping adaptive and innovative work behaviors (Armstrong & Taylor, 2023).

Thus, this study aims to investigate the relationship between the main elements in MSDM in social organizations, with a quantitative approach as an analysis method. The theoretical framework taken provides a solid conceptual basis to understand the dynamics of effective HR management, as well as provides insights that can be applied practically in the formulation of organizational policies to improve performance systematically and measurably.

Competency Theory

Spencer & Spencer, (2008) Competency is described as a fundamental attribute possessed by individuals and has a causal relationship with effective or superior performance in a particular job context or situation. Experts classify the five main elements of competence, namely motives, traits, self-concept, knowledge, and skills. In this context, the three main dimensions that are often used in competency measurement are:

- a. Knowledge
- b. Skills.
- c. Attitudes.

These three dimensions form the basis for the measurement of competencies that can be used to assess the effectiveness of social companions in carrying out their duties.

Social companions function as a liaison between social programs and the community, tasked with implementing programs, providing guidance, and facilitating community participation in the program. The success of this role is highly dependent on the competencies of the social companion which includes knowledge, skills, and attitudes that are appropriate to the needs of the program and the characteristics of the target community.

Variable operational definition

This study analyzed a number of key variables which include:

- a. Knowledge: Understanding of the social companion about program materials, procedures, and the social context of the community.
- b. Skills: Technical and interpersonal abilities in carrying out social assistance tasks.
- c. Attitude: Motivation, empathy, and commitment of social companions in carrying out their duties.

Social Worker Competencies:

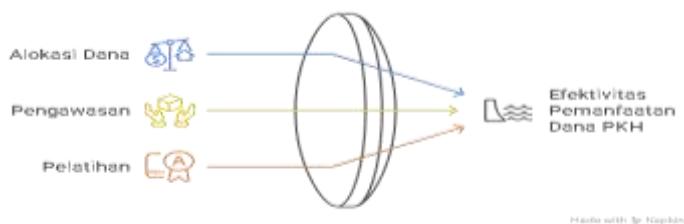
A combination of knowledge, skills, and attitudes that affect the effectiveness of program implementation.

The Relationship of Theory with Variables and Hypotheses

theory Spencer & Spencer, (2008) provides a robust scientific framework for understanding how knowledge, skills, and attitudes contribute to the competence of social companions. Adequate knowledge allows the companion to understand the context and content of the program, good skills ensure the effective execution of tasks, and a positive attitude increases motivation and relationships with the community. Thus, the hypothesis proposed is: H1: Knowledge has a significant positive effect on the competence of social companions.

H2: Skills have a significant positive effect on the competence of social companions.

Figure 2.1
Frame of Mind



LITERATURE REVIEW

Effectiveness in the context of public policy refers to the extent to which a program or policy succeeds in achieving the goals that have been set optimally and has a positive impact on the target. In the context of social assistance, effectiveness refers to the ability of programs such as the Family Hope Program (PKH) in distributing social assistance funds in a targeted manner, improving the welfare of Beneficiaries (KPM), and significantly reducing poverty.

Indicators of the Success of the Utilization of PKH Social Assistance Funds

- Rate of achievement of Beneficiary Targets (KPM)
- Use of funds according to priority needs
- Socio-economic impact
- Supervision and monitoring
- Participation and role of companions: Companions who actively assist in business development and fund management of the Beneficiary Family (KPM) group (Gunawan et al., 2024).

Previous Research

Research by Nurofik et al. (2022) entitled *Effectiveness of Non-Cash Social Assistance Programs (BPNT and PKH) in Mojokerto City* examines the role of human resources in the effectiveness of social assistance implementation. Using qualitative methods, they emphasized that the competence of the implementers greatly affects the success of the program. This study does not directly measure the correlation between the competence of the companion and the use of funds by KPM.

Adhayati et al. (2024) in their article in the *Journal of Public Policy* analyzed the effectiveness of the PKH program in Pandulangan Village. Using surveys and field observations, they found that the competencies of the companions greatly affected performance, but did not separate the competency elements in detail such as technical knowledge or soft skills.

Amalia & Subowo (2024) in the *Journal of Public Policy* discusses the contribution of social companions in North Semarang District. This study shows that low coordination and competence have a direct impact on the low effectiveness of the use of PKH social assistance. For this reason, this study remains general and has not explained the specific dimensions of competence quantitatively.

Syafitri (2021) explored the use of technology in PKH fund reporting in the *Journal of Creative Industries and Entrepreneurship*. This participatory action study shows that technology-based training for companions can increase the optimal utilization of funds. Although it does not directly measure the effectiveness of personal competence, this study underscores the importance of capacity building.

Handayaningsih (2021) conducted a case study in Karanganyar Regency regarding the implementation of the PKH program. He found that many assistants took over the technical process from KPM due to lack of competence, which actually reduced the purpose of empowering the PKH program.

Berasa et al. (2021) researched the effectiveness of the PKH program in East Jambi District. Through a quantitative approach, they concluded that the effectiveness of the program decreased along with the lack of companion understanding of PKH's technical and operational policies.

In general, this study agrees that social companions have an important role in the success of PKH. However, few have directly examined the relationship between the *competence of the facilitator* and the *effectiveness of the use of funds* by KPM. Most studies are still related, do not examine specific village levels, or do not measure the extent of competence comprehensively (e.g., knowledge, skills, attitudes, and ethics). This is where this research has

a unique contribution: filling the gap by analyzing the impact of the competence of social companions on the effective use of funds by KPM at the local level (Sukawali Village).

RESEARCH AND METHODOLOGY

This study uses a quantitative method with an explanatory study type. Explanatory studies are intended to trace and test the causal relationship between predetermined variables. The main focus of this study is to analyze the extent to which the competence of social assistants influences the effectiveness of the use of PKH social assistance funds by KPM. Through this approach, researchers can assess and measure the level of influence of financial utilization on the financial management behavior of aid recipients. The selection of a quantitative approach is based on its ability to provide objective measurement results for the variables studied. The method used is a survey with an instrument in the form of a structured questionnaire. This questionnaire is designed to collect numerical data that can be analyzed statistically to identify patterns and relationships between variables. Data analysis techniques used include simple linear regression or correlation analysis, which aims to test the hypothesis regarding the effect of financial literacy on the use of PKH funds. This method has been widely applied in previous studies to analyze the relationship between financial literacy and individual financial behavior. This type of research contributes significantly to achieving the research objectives, namely understanding and increasing the effectiveness of the use of social assistance funds through increasing financial literacy. Academically, this study adds to the literature on the relationship between financial literacy and financial behavior, especially in the context of social assistance recipients in Indonesia. The results of this study can also be used as a basis for designing more effective financial education programs for KPM, as well as assisting policy makers in formulating strategies for distributing more targeted social assistance.

Research Population

The target of this study was all Beneficiary Families (KPM) of the Family Hope Program (PKH) in Sukawali Village, Pakuhaji District, Tangerang Regency. Beneficiary Families (KPM) are families who have been officially registered and actively receive social assistance from the government through the Family Hope Program (PKH), with the aim of improving the welfare and quality of life of poor and vulnerable households.

Main Characteristics of the Population:

- d. Officially registered as PKH recipients in the Integrated Social Welfare Data Application (DTKS).
- e. Domiciled in Sukawali Village at the time the study was conducted.
- f. Actively receiving PKH assistance in the current year period (at least one stage of assistance disbursement has been received).

Representing poor or vulnerable households, which have dependent components such as pregnant women, early childhood, school children, people with severe disabilities, or the elderly.

This population was chosen because KPM PKH is the party that directly feels the benefits of social assistance and is the main subject in managing the funds. Thus, they have relevant experience and knowledge to assess how their financial literacy affects the use of social assistance funds received.

Sampling method

This study uses a probabilistic sampling technique with a random sampling method. This technique was chosen because the KPM population in Sukawali Village consists of various social, economic, and educational backgrounds, so that stratification is based on certain characteristics (for example: number of dependent components, education status, or type of assistance received).

Determination of Sample Size

Because the population is limited, the Slovin formula is used to calculate the number of people and samples in this study. The Slovin formula is as follows:

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

Where:

n = Number of samples

N = Total population (for example, 200 KPM)

e = Error margin, for example 10% or 0.1

If the number of KPM (N) = 200 and the error rate (e) = 0.1, then:

$$n = \frac{200}{1+200(0,1)^2} = \frac{200}{1-2} = \frac{200}{3} = 66,67 \approx 67$$

However, in this study it was determined that the number of samples was 50 KPM, which was most likely adjusted to field conditions (such as limited time, energy, and costs), and still met the minimum quantitative standards for simple statistical tests.

RESULT AND DISCUSSION

Result

This study uses quantitative statistical analysis with a simple linear regression approach, because it involves one independent variable, namely the competence of social assistants, and one dependent variable, namely the effectiveness of the use of PKH social assistance funds. The use of the simple linear regression method aims to measure the extent to which the competence of social assistants influences the level of effectiveness of the use of PKH social assistance funds.

Validity Test

Table 3.1
Validity Test

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	44,52	186,867	,814	,971
X1.2	44,58	188,004	,798	,972
X1.3	44,54	187,804	,798	,972
X1.4	44,44	186,088	,845	,971
X1.5	44,58	189,351	,779	,972
X1.6	44,60	187,510	,804	,972
X1.7	44,42	187,922	,772	,972
Y1.1	44,32	184,018	,870	,970
Y1.2	44,32	184,018	,870	,970
Y1.3	44,32	184,018	,870	,970
Y1.4	44,32	184,018	,870	,970
Y1.5	44,32	184,018	,870	,970
Y1.6	44,32	184,018	,870	,970
Y1.7	44,32	184,018	,870	,970

Source: SPSS versi 26 output, Author (2025)

Based on the results of the Item-Total Statistics analysis of the variable X1 (Social Companion Competence), it is known that all statement items have a Corrected Item-Total Correlation value that is far above the r table value of 0.2787, which ranges from 0.910 to 0.965. This value indicates that each question item has a very strong correlation to the total score, so it can be concluded that all items are declared internally valid. This means that all items are able to measure aspects of social companion competence consistently and relevantly.

Reliability Test

Table 3.2
Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items

,973 14

Source: SPSS versi 26 output, Author (2025)

The results of the reliability test also strengthen this finding. The Cronbach's Alpha if Item Deleted value for all items is in the range of 0.981 to 0.985, which means that none of the items if deleted will significantly increase the reliability of the instrument. On the contrary, this value actually shows that each item makes a positive contribution to the internal consistency of the measuring instrument. Thus, it can be concluded that this social assistant competency measurement instrument has a very high level of reliability, with strong internal consistency. Overall, the results of the validity and reliability analysis indicate that the X1 variable instrument is very suitable for use in research. No deletion or revision of the items used is required. Thus, this instrument can be used as a valid and reliable measuring tool to evaluate the competence of social assistants in the context of the effectiveness of the use of PKH social assistance funds by Beneficiary Families (KPM) in Sukawali Village, Pakuhaji District.

Normality Test

Table 3.3
Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	7,34962439
Most Extreme Differences	Absolute	,127
	Positive	,105
	Negative	-,127
Test Statistic		,127
Asymp. Sig. (2-tailed)		,042 ^c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS versi 26 output, Author (2025)

The results of the normality test using the Kolmogorov-Smirnov method on the residual value showed a significance level of 0.042, which means it is below the significance limit of 0.05. This finding indicates that statistically, the residual distribution does not meet the normality assumption. However, the Kolmogorov-Smirnov test is known to be quite sensitive to the number of samples, especially if the sample is not too large as in this study (N = 50), so that mild violations of normality can produce significant significance values. Therefore, even though the normality assumption is not statistically met, the regression model can still be used as long as the residual distribution does not show a systematic pattern and meets other assumptions such as linearity, homoscedasticity, and absence of multicollinearity.

Linearity Test

Table 3.4
Linearity Test

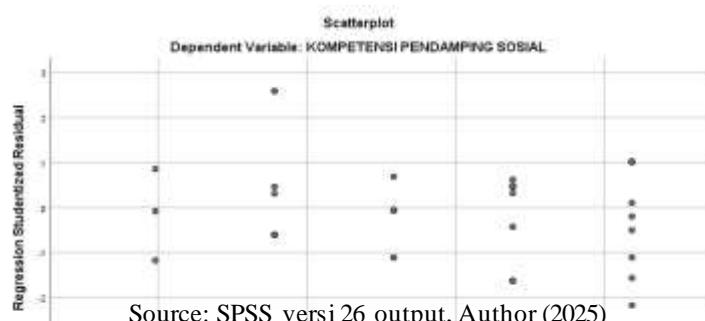
ANOVA Table							
UTILIZATION OF PKH SOCIAL ASSISTANCE FUNDS * SOCIAL COMPANION COMPETENCIES	Between Groups	(Combined)	Sum of Squares	Df	Mean Square	F	Sig.
			1882,020	11	171,093	3,485	,002
		Linearity	1100,688	1	1100,688	22,421	,000
		Deviation from Linearity	781,332	10	78,133	1,592	,147
	Within Groups		1865,500	38	49,092		
	Total		3747,520	49			

Source: SPSS versi 26 output, Author (2025)

Based on the results of the ANOVA test conducted to see the relationship between the social assistant competency variable and the effectiveness of the use of PKH social assistance funds by Beneficiary Families (KPM), a significance value of 0.002 was obtained in the Between Groups (Combined) component. This value is lower than the significance level of 0.05, which indicates a significant influence between the competence of social assistants and the use of PKH social assistance funds. In addition, in the Linearity component, a significance value of 0.000 was obtained which is also smaller than 0.05, so it can be concluded that the relationship between the two variables is significantly linear. On the other hand, the significance value in Deviation from Linearity of 0.147, which is greater than 0.05, indicates that there is no significant deviation from the linear relationship. Therefore, the linear relationship model applied in this study is declared valid and appropriate, and the competence of social assistants is proven to provide a significant contribution to the effectiveness of the use of PKH social assistance funds in Sukawali Village, Pakuhaji District.

Heteroscedasticity

Table 3.5
Heteroscedasticity Test



Source: SPSS versi 26 output, Author (2025)

The results of the heteroscedasticity test can be seen visualized through a scatterplot between the standardized predicted values and the studentized residuals. It can be seen that the data points are randomly distributed around the zero line without forming a particular pattern, either a pattern resembling an open fan, a closed fan, or a linear pattern. The residual points are spread evenly above and below the zero line, with a relatively consistent distribution throughout the range of predicted values. This distribution pattern indicates that the residual variance is constant or homogeneous (homoscedasticity), which means there is no indication of heteroscedasticity in the regression model used. Thus, it can be concluded that the classical assumptions regarding homoscedasticity have been met, and the regression model is considered feasible and valid for further analysis.

Simple Regression Test

Table 3.6
Simple Regression Test

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
1	(Constant) 11,059	2,880		3,839	,000
	UTILIZATION OF ,493	,110	,542	4,468	,000
	PKH SOCIAL				
	ASSISTANCE FUNDS				

a. Dependent Variable: SOCIAL ASSISTANCE COMPETENCIES

Source: SPSS versi 26 output, Author (2025)

The results of the simple linear regression analysis show that there is a positive and significant influence between the variable of PKH social assistance fund utilization on the competence of social assistants. This is indicated by the regression coefficient of 0.493 and the significance value of 0.000, which is far below the significance threshold of 0.05. Thus, every one unit increase in the utilization of PKH social assistance funds is estimated to increase the competence of social assistants by 0.493 units. In addition, the beta coefficient of 0.542 indicates that the level of influence of the fund utilization variable on the competence of assistants is quite strong and statistically significant. The constant value of 11.059 indicates that when there is no contribution from the

utilization of PKH social assistance funds, the basic value of the competence of social assistants is at that number. Thus, it can be concluded that the more optimal the utilization of PKH social assistance funds by Beneficiaries (KPM), the competence of social assistants in carrying out their roles and duties will also increase significantly.

F Test

Table 3.7

F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	909,917	1	909,917	19,961	,000 ^b
	Residual	2188,083	48	45,585		
	Total	3098,000	49			

a. Dependent Variable: SOCIAL ASSISTANCE COMPETENCIES
b. Predictors: (Constant), UTILIZATION OF PKH SOCIAL ASSISTANCE FUNDS

Source: SPSS versi 26 output, Author (2025)

Based on the results of the F test or ANOVA, the calculated F value was 19.961 with a significance of 0.000. Because the significance value is smaller than the significance level of 0.05, it can be concluded that the simple linear regression model used in this study is statistically significant. This shows that the variable of PKH social assistance fund utilization has a significant effect on the competence of social assistants simultaneously. Thus, the developed regression model is considered appropriate to explain the variations that occur in the competence of social assistants based on the variable of PKH social assistance fund utilization. Thus, the higher the level of PKH social assistance fund utilization by Beneficiaries (KPM), the greater the possibility of increasing the competence of social assistants in carrying out their assistance tasks.

t-Test (Partial)

Table 3.8

t-Test

Model	Coefficients ^a			t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	11,059	2,880	3,839	,000
	UTILIZATION OF	,493	,110	,542	4,468
	PKH SOCIAL				
	ASSISTANCE FUNDS				

a. Dependent Variable: SOCIAL ASSISTANCE COMPETENCIES

Source: SPSS versi 26 output, Author (2025)

Based on the results of the t-test in a simple linear regression analysis, it was found that the variable of utilization of PKH social assistance funds had a positive and significant partial effect on the competence of social assistants. Empirical evidence can be seen from the regression coefficient value of 0.493, t count of 4.468, and a significance value of 0.000 which is significantly smaller than the significance limit of 0.05. Therefore, it can be concluded that the higher the level of effectiveness of the utilization of PKH social assistance funds by Beneficiaries (KPM), the higher the level of competence of social assistants in carrying out their duties and functions. This positive relationship shows that the success of the utilization of funds by KPM is greatly influenced by the contribution of social assistants who have adequate abilities, knowledge, and skills. This finding further strengthens that optimal utilization of funds is an indicator of the success of assistants in directing and guiding Beneficiaries (KPM).

This finding strengthens the theory of Competency-Based Human Resource Management Boyatzis, (1991) which emphasizes the importance of the suitability between individual characteristics and the demands of the work role. In the context of social assistants, technical knowledge and empathetic attitudes are the main capital in building effective relationships with KPM.

On the other hand, these results differ from the findings of Handayaningsih, (2021) who showed that although social assistants were active, the lack of systemic training and monitoring from central agencies actually caused the

program's effects to be less than optimal. This shows the importance of not only improving individual competence, but also an adequate institutional support system.

DISCUSSION

The results of this study indicate that the competence of social assistants has a positive and significant influence on the effectiveness of the utilization of social assistance funds for the Family Hope Program (PKH). The regression coefficient of 0.493 with a significance value of 0.000 indicates that increasing the competence of social assistants is directly proportional to the increasingly effective utilization of assistance funds by Beneficiary Families (KPM). This finding is in line with the competency theory put forward by (Spencer & Spencer, 2008), which emphasizes that the combination of knowledge, skills, and attitudes is the main determinant of individual work performance.

Empirically, these results support the research of Komalasari & Nugroho, (2023) which states that social assistants with a social welfare background and adequate technical training tend to be more able to encourage independent graduation of KPM. Social assistants with high program knowledge are able to explain the assistance scheme accurately, while communication skills enable them to educate KPM effectively. A proactive attitude and empathy also play a role in building trust, which encourages KPM to follow the directions of social assistants.

However, compared to the findings of Amalia & Subowo, (2024) this study adds depth to the analysis by measuring competency based on three dimensions quantitatively, not just descriptively. This strengthens the argument that a systematic approach to HR development in social programs will have a direct impact on the effectiveness of the program in the field.

Furthermore, the conformity of these results with the Mondy & Martocchio 2016); Armstrong & Taylor (2023) HRD model, shows that the management of social assistants must be an integral part of the local government's human resource strategy. With competency-based training and a results-based performance evaluation system, program effectiveness can be significantly improved. This approach is also relevant to the idea of human capital theory (Becker, 1993), which states that investment in training will result in increased individual productivity, including in the social context.

In the local context of Sukawali Village, these results provide evidence that limited resources are not always an obstacle, as long as the available HR has the appropriate competencies. This is in line with the findings of Gunawan et al. (2024) who emphasized the importance of a contextual approach to mentoring, because the socio-economic characteristics of each village are different.

Thus, this study provides important implications for policy improvement: that social assistants are not merely technical implementers, but key actors in poverty alleviation strategies. Therefore, the government needs to prioritize investment in training, competency-based recruitment, and strengthening the results-based performance evaluation system to support the success of social assistance programs.

CONCLUSION

The results of the analysis in this study indicate that the competence of social assistants has a positive and significant influence on the effectiveness of PKH fund utilization. The competence in question includes three main dimensions, namely knowledge, skills, and attitudes. These three dimensions contribute significantly to increasing the understanding and capacity of Beneficiary Families (KPM) in managing aid funds in accordance with program objectives.

Statistically, the results of a simple linear regression test show that every increase in the competence of social assistants will be followed by an increase in the effectiveness of PKH fund utilization. The regression coefficient of 0.493 and a significance value of 0.000 indicate a strong and meaningful relationship between the two variables. This indicates that social assistants who have high capacity are able to carry out education, supervision, and empowerment tasks more optimally, so that KPM can use assistance appropriately.

The results of this study also show that the regression model applied has met a number of classical assumptions, including the assumptions of linearity, homoscedasticity, and instrument reliability, which strengthens the validity of the research results. Although there is a slight violation of the normality assumption, this does not significantly affect the strength of the results because the sample size is relatively small. Thus, the results of this study can still be used as a basis for decision making and policy formulation.

In practical terms, these findings confirm the importance of competency-based training for PKH social assistants. Improving technical knowledge, communication skills, and professional attitudes will help strengthen the role of assistants in creating a more significant impact on the success of the program. Therefore, it is recommended

that related agencies, especially the Ministry of Social Affairs, and local governments prepare more contextual and local needs-based training modules to improve the effectiveness of implementing social assistance programs at the village level.

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