

The Effectiveness of Social Assistance Distribution Effectiveness on The Level of Public Satisfaction in Alausalo Village, Gilireng District, Wajo Regency

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ABSTRACT

This study examines the effectiveness of social assistance distribution, public satisfaction, and the effect of distribution effectiveness on public satisfaction in Alausalo Village, Gilireng District, Wajo Regency. A quantitative survey was conducted on 51 respondents selected by simple random sampling from 105 beneficiary households. Data were collected through questionnaires, observation, and documentation and analyzed using descriptive statistics, Pearson correlation, determination, and simple linear regression. The results show very good overall scores for both distribution effectiveness and public satisfaction. The correlation coefficient was 0.604, R^2 was 0.365, and the regression coefficient was 0.584 with $p < .001$. The findings indicate that more effective distribution is significantly associated with higher public satisfaction and that improving targeting, timeliness, information, and service fairness can strengthen beneficiary satisfaction.

INTRODUCTION

Social assistance is an important public policy instrument for protecting vulnerable households and supporting the fulfillment of basic needs. In the context of local government, assistance is expected to be selective, useful, fair, and aligned with the capacity and objectives of public programs. The thesis underlying this article describes social assistance as assistance provided to individuals, families, groups, or communities in the form of money or goods to support welfare and reduce social vulnerability. The policy therefore has an administrative dimension as well as a social dimension because the quality of implementation is experienced directly by citizens.

The effectiveness of social assistance cannot be judged only by whether assistance is formally distributed. Effectiveness also concerns whether beneficiaries understand the program, whether the recipients are appropriately targeted, whether assistance is delivered on time, whether the objectives are achieved, and whether tangible changes are perceived by recipients. These dimensions are especially important at the village level because village officials are closely connected with beneficiary households and become the administrative actors who translate policy into actual service.

Problems in social assistance distribution can appear in the form of inaccurate targeting, delays, limited information, administrative complexity, and unequal treatment. The thesis identifies these issues as important concerns because inaccurate or delayed distribution may reduce the practical value of assistance and create dissatisfaction among citizens. Conversely, a distribution process that is accurate, timely, understandable, and fair can strengthen the perception that government is responsive to community needs.

Public satisfaction is therefore an important outcome for evaluating the implementation of social assistance. Satisfaction reflects the beneficiary's assessment of whether the service and benefits received are consistent with expectations. In this study, satisfaction is examined through service procedures, service requirements, service speed, and service fairness. These indicators emphasize that the beneficiary evaluates not only the assistance itself but also the administrative experience surrounding its distribution.

At the village level, the relationship between effectiveness and satisfaction is particularly relevant. Beneficiaries interact directly with village officials, receive information from the local administration, and experience the verification and distribution procedures. A weakness at any stage can influence the overall service assessment. The research site, Alausalo Village in Gilireng District, Wajo Regency, provides a specific empirical setting for examining this relationship among households receiving social assistance.

Recent research also indicates that beneficiary satisfaction is closely connected to how social assistance is administered. A 2024 quantitative study of Family Hope Program recipients in Depok District, Cirebon Regency, assessed satisfaction through dimensions involving the assistance received, officers' attitudes, government responsiveness, and the consistency between promised and received assistance. The study illustrates the importance of the beneficiary experience in assessing social assistance services. A 2025 study of BPNT in

Cipedes, Tasikmalaya, similarly examined the effect of program implementation on public satisfaction using survey data and simple regression. These studies reinforce the relevance of examining implementation effectiveness and satisfaction, while the present study contributes a village-level case in Wajo with an explicit effectiveness construct based on five indicators.

Based on this context, the study aims to determine the effectiveness of social assistance distribution in Alausalo Village, determine the level of public satisfaction with the distribution process, and test the effect of distribution effectiveness on public satisfaction. The study is expected to contribute empirical evidence for improving village-level social assistance administration, especially with regard to targeting accuracy, timeliness, information delivery, and fairness.

LITERATURE REVIEW

Effectiveness of Social Assistance Distribution

Effectiveness refers to the degree to which an activity or program achieves the objectives that have been established. Steers (1985) places effectiveness in the context of an organization's capacity to realize its objectives, while Sutrisno (2007), as operationalized in the thesis, provides a practical set of indicators for assessing program effectiveness. In social assistance distribution, the emphasis is therefore on whether the implementation process produces the intended service and welfare outcomes.

Sutrisno's framework used in this study consists of five dimensions. First, program understanding concerns the extent to which actors and beneficiaries understand the objectives and procedures of the assistance program. Second, appropriate targeting concerns whether the assistance reaches the intended households. Third, timeliness concerns whether distribution follows the expected schedule. Fourth, achievement of objectives concerns whether the assistance fulfills the objectives established by the program. Fifth, tangible change concerns whether beneficiaries perceive real benefits or improvements as a consequence of receiving assistance.

The five dimensions are interconnected. Accurate targeting without timely distribution may reduce the usefulness of assistance, while timely distribution without clear information may create administrative confusion. Likewise, assistance can be distributed according to procedure but still be considered ineffective if beneficiaries do not experience meaningful benefits. Effectiveness therefore needs to be understood as an integrated quality of implementation rather than a single administrative outcome.

Public Satisfaction

Public satisfaction is a subjective evaluation formed after citizens compare the service they receive with their expectations. Kotler and Keller (2009) explain satisfaction as a response arising from the comparison between perceived performance and expectations. Tjiptono and Chandra (2018) also emphasize satisfaction as a condition associated with the fulfillment of needs through an adequate service experience. In public administration, this concept can be used to assess how citizens evaluate the performance of government

services.

Hayani (2019:21), as cited and operationalized in the thesis, identifies four indicators of public satisfaction: service procedures, service requirements, service speed, and service fairness. Procedures relate to the clarity and simplicity of the service flow; requirements concern the clarity and appropriateness of administrative conditions; speed refers to the time required to complete the service; and fairness concerns equal treatment without discrimination.

The relationship between the two variables can be explained through the service experience. When social assistance is distributed to the correct beneficiaries, according to schedule, with understandable procedures and fair treatment, beneficiaries have stronger grounds to evaluate the service positively. Conversely, inaccurate targeting, delays, unclear information, or perceived unfairness can reduce satisfaction. The study therefore proposes a positive relationship between distribution effectiveness and public satisfaction.

Previous Research and Hypothesis Development

The thesis itself did not formulate a separate empirical-review section; therefore, the article adds closely related evidence without changing the study's original variables. Nazifah et al. (2024) found that satisfaction among social assistance recipients can be assessed through their experience of assistance, officer behavior, government responsiveness, and consistency between promised and received benefits. Darmawan (2025) examined BPNT in Cipedes, Tasikmalaya, using a quantitative survey and simple linear regression to assess its relationship with public satisfaction. These studies support the proposition that implementation characteristics of social assistance are relevant to satisfaction. The present study differs in its village-level setting and its explicit operationalization of effectiveness through program understanding, appropriate targeting, timeliness, achievement of objectives, and tangible change.

H1: The effectiveness of social assistance distribution has a positive and significant effect on public satisfaction in Alausalo Village.

H2: Higher effectiveness of social assistance distribution is associated with higher public satisfaction among beneficiaries in Alausalo Village.

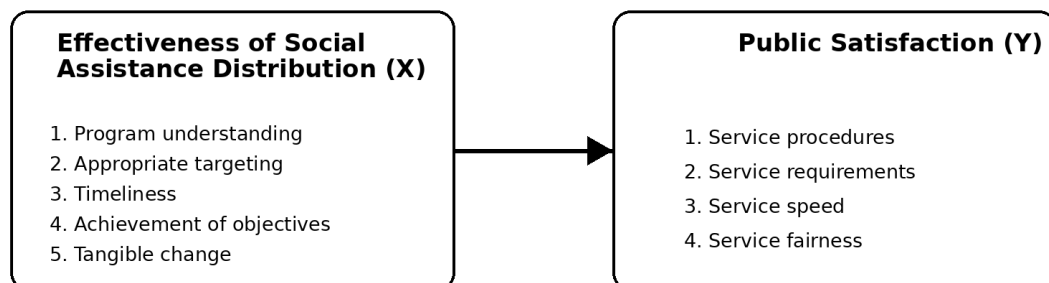


Figure 1. Conceptual framework of the study

METHODOLOGY

This study used a quantitative approach with a survey design. The research location was Alausalo Village, Gilireng District, Wajo Regency. The thesis identifies the location as the locus for examining the effectiveness of

social assistance governance and distribution. The study involved 105 beneficiary households as the population and 51 respondents as the sample, selected using simple random sampling.

Data were collected through observation, questionnaires, and documentation. The questionnaire used a five-point Likert scale from strongly agree to strongly disagree. The effectiveness variable (X) consisted of 12 items covering five dimensions: program understanding, appropriate targeting, timeliness, achievement of objectives, and tangible change. The public satisfaction variable (Y) consisted of 10 items covering service procedures, service requirements, service speed, and service fairness.

Descriptive analysis was used to summarize the score distributions and classify the variables into five categories. Pearson Product Moment correlation was used to determine the strength and direction of the relationship between X and Y. The coefficient of determination was used to estimate the proportion of variance in public satisfaction explained by effectiveness. Simple linear regression was used to estimate the effect of X on Y, and significance testing was conducted at $\alpha = 0.05$. Statistical processing was carried out using SPSS version 32.0.

Table 1. Operationalization of research variables

Variable	Indicators	Items	Scale
Effectiveness of social assistance distribution (X)	Program understanding; appropriate targeting; timeliness; achievement of objectives; tangible change	12	Likert 1-5
Public satisfaction (Y)	Service procedures; service requirements; service speed; service fairness	10	Likert 1-5

RESEARCH RESULT

Descriptive Statistics

Table 2. Descriptive statistics of the research variables

Variable	N	Mean	Std. Deviation	Minimum	Maximum	Total
Effectiveness (X)	51	50.51	3.022	44	55	2,576
Public satisfaction (Y)	51	42.90	2.921	36	47	2,188

The descriptive results show that all 51 questionnaires were valid. The

effectiveness variable produced a mean score of 50.51, with scores ranging from 44 to 55 and a total of 2,576. The public satisfaction variable produced a mean of 42.90, with scores ranging from 36 to 47 and a total of 2,188. Based on the category intervals in the thesis, the accumulated scores for both variables fall within the very good range. The descriptive result therefore indicates a generally positive assessment of the distribution process and the service experience among beneficiaries.

Effectiveness of Social Assistance Distribution

Table 3. Summary of effectiveness indicator scores

Effectiveness indicator	Representative score	Interpretation
Program understanding	217 (Item 1); 213 (Item 2)	Very good / good
Appropriate targeting	210–220 (Items 3–5)	Good to very good
Timeliness	194–214 (Items 6–8)	Good to very good
Achievement of objectives	214–221 (Items 9–10)	Very good
Tangible change	238–213 (Items 11–12)	Very good

The effectiveness variable obtained a total score of 2,576 from a maximum ideal score of 3,060. The highest individual score was 238 on item 11, which concerns the perception that beneficiaries were greatly helped by the assistance received. The lowest score was 194 on item 8, concerning beneficiaries' understanding of information about the distribution schedule. The contrast between these scores is important. It shows that beneficiaries strongly recognize the practical benefit of the assistance, while information concerning distribution timing remains a relative weakness.

At the indicator level, program understanding was generally positive, indicating that beneficiaries were able to recognize the objectives and target of the program. Appropriate targeting also received favorable responses, suggesting that beneficiaries perceived the assistance as generally reaching households considered eligible. The timeliness dimension was comparatively more varied, especially in relation to schedule information. Achievement of objectives and tangible change were strong, reflecting the practical contribution of assistance to beneficiaries' daily needs.

Public Satisfaction

Table 4. Summary of public satisfaction indicator scores

Satisfaction indicator	Representative score	Interpretation
Service procedures	223; 219	Very good
Service requirements	224; 211	Very good / good
Service speed	207; 211; 222	Good to very good
Service fairness	226; 227; 218	Very good

Public satisfaction obtained a total score of 2,188 from a maximum ideal score of 2,550 and was categorized as very good. The highest individual score was 227 on item 9, which concerns satisfaction with fairness. The lowest was 207 on item 5, concerning the suitability of the registration and verification schedule. The result indicates that fairness is one of the strongest aspects of the service experience, while the timing of administrative stages remains an area where improvement is possible.

Pearson Correlation

Table 5. Pearson correlation between effectiveness and public satisfaction

Analysis	Statistic	Result	Interpretation
Pearson Product Moment	r	0.604	Positive, strong relationship
Significance	p	< .001	Statistically significant

The Pearson correlation coefficient is 0.604 with a significance value below 0.001. The positive coefficient indicates that the variables move in the same direction: higher effectiveness is associated with higher public satisfaction. The magnitude indicates a strong relationship according to the interpretation used in the thesis. This result provides empirical support for the proposition that the quality of social assistance distribution is closely connected to how beneficiaries assess the service.

Coefficient of Determination and ANOVA

Table 6. Model summary and ANOVA

Test	Statistic	Result
Model correlation	R	0.604
Coefficient of determination	R ²	0.365 (36.5%)
Adjusted R ²	Adjusted R ²	0.352
ANOVA	F	28.130
ANOVA significance	p	< .001

The model summary produced $R = 0.604$ and $R^2 = 0.365$. Thus, 36.5% of the variation in public satisfaction can be statistically explained by effectiveness of social assistance distribution, while 63.5% is attributable to other factors not included in the model. The ANOVA test produced $F = 28.130$ with $p < .001$, indicating that the regression model as a whole is statistically significant.

Simple Linear Regression

Table 7. Regression coefficients

Model component	B	Std. Error	Beta	t	Sig.
Constant	13.425	5.567	—	2.411	.020

Effectiveness (X)	0.584	0.110	0.604	5.304	< .001
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The estimated regression equation is $Y = 13.425 + 0.584X$. The positive coefficient of 0.584 indicates that a one-unit increase in the effectiveness score is associated with an estimated 0.584-unit increase in the public satisfaction score. The effect is statistically significant because $p < .001$. Therefore, the third research question is answered empirically: effectiveness of social assistance distribution has a positive and significant effect on public satisfaction in Alausalo Village.

Hypothesis Testing

Table 8. Summary of hypothesis testing

Hypothesis	Empirical evidence	Decision
H1: Effectiveness is at least very good	Total score X = 2,576; category interval = very good	Accepted
H2: Satisfaction is at least very good	Total score Y = 2,188; category interval = very good	Accepted
H3: Effectiveness positively and significantly affects satisfaction	$r = 0.604$; $F = 28.130$; $B = 0.584$; $p < .001$	Accepted

DISCUSSION

The first finding is that the effectiveness of social assistance distribution in Alausalo Village is very good when assessed from the accumulated empirical score. This result suggests that the distribution process generally meets the main expectations of beneficiaries. The strongest response appears in the tangible change dimension, particularly the statement that beneficiaries feel greatly helped by the assistance. This is substantively important because effectiveness in a social assistance program should ultimately be reflected in the usefulness of the assistance for households, not merely in the completion of administrative procedures.

The positive result is also consistent with the logic of Sutrisno's five-dimensional framework. Program understanding creates a basis for correct participation; appropriate targeting ensures that the limited assistance reaches eligible households; timeliness protects the usefulness of assistance; achievement of objectives connects implementation with program goals; and tangible change reflects the real benefit experienced by recipients. The findings show that these dimensions operate together, although not with identical strength.

The lowest effectiveness score was associated with information about the distribution schedule. This does not overturn the overall very good assessment, but it identifies a practical point for improvement. In public service, information is part of implementation quality because beneficiaries need to know when and how to access a service. If schedule information is unclear or delivered too late, recipients may experience unnecessary waiting, repeated visits, or uncertainty. The village government should therefore strengthen advance notification and make distribution schedules accessible through multiple channels.

The second major finding is that public satisfaction is very good. The

strongest result is related to fairness, suggesting that beneficiaries generally perceive equal treatment during the service process. Fairness is particularly important in social assistance because the allocation of limited public resources can generate perceptions of exclusion if procedures are unclear or applied inconsistently. A strong perception of fairness therefore supports trust in the local administration.

Nevertheless, the comparatively lower satisfaction score concerning registration and verification schedules demonstrates that satisfaction is sensitive to service timing. A beneficiary may be satisfied with the substance of assistance but still experience inconvenience when administrative stages are not scheduled appropriately. This finding corresponds with the thesis framework, which positions service procedures, requirements, speed, and fairness as components of satisfaction. The implication is that village officials should evaluate the service journey as a whole rather than focusing only on the final delivery of assistance.

The central statistical finding is the positive and significant relationship between effectiveness and public satisfaction. The correlation coefficient of 0.604 indicates that the two variables are strongly and positively related. The regression coefficient of 0.584 indicates that effectiveness is not only associated with satisfaction but also provides a statistically significant predictor in the simple regression model. The result supports the argument that improvements in the distribution process can translate into a better beneficiary service experience.

The finding is consistent with the broader public-service logic represented by Tjiptono and Chandra (2018) and Kotler and Keller (2009): satisfaction is formed when perceived performance meets or exceeds expectations. In the social assistance context, effective targeting, understandable procedures, timely delivery, and fair treatment improve the probability that the service will be perceived as fulfilling expectations. The quantitative result in this study gives empirical support to that theoretical relationship at the village level.

The finding is also comparable with recent research on social assistance recipients. Nazifah et al. (2024) showed that satisfaction among Family Hope Program recipients is shaped by the experience of receiving assistance, the behavior of officers, government responsiveness, and the suitability between promised and received assistance. The present study extends that perspective by explicitly modeling effectiveness of distribution as the explanatory variable. The similarity lies in the centrality of the beneficiary experience, while the difference lies in the indicators and local administrative setting.

Darmawan's (2025) study of BPNT in Cipedes, Tasikmalaya, also used a quantitative survey and simple regression to examine the relationship between program implementation and public satisfaction. The present study reaches a compatible conclusion that implementation matters for satisfaction, but it does so in a smaller village-level population and with a different operationalization of effectiveness. The result suggests that the implementation-satisfaction relationship is not limited to one particular assistance scheme.

The R^2 value of 36.5% should be interpreted carefully. It means that effectiveness explains a meaningful proportion of the variation in public satisfaction, but 63.5% remains associated with factors outside the model. These factors may include broader service quality, transparency of information, accessibility, communication, complaint handling, facilities, or characteristics of beneficiaries. The finding therefore should not be interpreted as evidence that effectiveness is the only determinant of satisfaction.

From a public administration perspective, the practical implication is that improving the accuracy of beneficiary data should be accompanied by improvements in communication and service organization. Updating beneficiary data can reduce exclusion and inclusion errors, while clear schedules can reduce uncertainty. Fairness should be maintained as an organizational norm, and feedback mechanisms should be strengthened so that beneficiaries can communicate problems without fear of unequal treatment.

Overall, the results demonstrate that social assistance distribution is not simply a matter of transferring benefits. It is a public service process in which administrative quality, information, timing, targeting, and beneficiary experience interact. The very good descriptive results show that the existing system has a positive foundation, while the regression result shows that further improvement in effectiveness has the potential to increase satisfaction. The challenge for village administration is therefore to preserve the strengths of the current system while correcting the specific weaknesses identified by the respondents.

CONCLUSIONS AND RECOMMENDATIONS

First, the effectiveness of social assistance distribution in Alausalo Village is categorized as very good based on the accumulated score of 2,576 and the category intervals used in the research instrument. The result is supported by generally positive responses across program understanding, appropriate targeting, timeliness, achievement of objectives, and tangible change.

Second, public satisfaction is categorized as very good with an accumulated score of 2,188. Beneficiaries gave particularly positive assessments to fairness, while the timing of registration and verification was comparatively weaker.

Third, effectiveness of social assistance distribution has a positive and significant effect on public satisfaction. The correlation coefficient is 0.604, the coefficient of determination is 0.365, and the simple regression coefficient is 0.584 with $p < .001$. Thus, higher effectiveness is associated with higher public satisfaction.

Based on these findings, the village government should improve the accuracy and regular updating of beneficiary data, communicate distribution schedules earlier and more consistently, simplify information about requirements and procedures, and maintain equal treatment among beneficiaries. Beneficiaries should be encouraged to provide constructive feedback so that implementation weaknesses can be detected and corrected.

ADVANCED RESEARCH

This study is limited to one village and 51 respondents and uses a single independent variable. The R^2 value of 36.5% indicates that other factors explain a larger share of the variation in satisfaction. Future research should therefore expand the geographical coverage and examine variables such as public service quality, transparency, responsiveness, complaint handling, accessibility, facilities, and beneficiary characteristics. Comparative research across villages or assistance schemes would also help determine whether the observed relationship is consistent in different administrative contexts.

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