THE EFFECTIVENESS OF GOVERNMENT SOCIAL ASSISTANCE ON COMMUNITY ECONOMIC IMPROVEMENT AND COMMUNITY SATISFACTION HIGH CLICK AFFECTED BY COVID-19 PANDEMIC

Frederik Rudy Sentosa Rajagukguk[1], Hastuti Handayani Harahap[2]

[1,2] STIE Bina Karya

E-mail: [1] frederikrudydentosa@gmail.com

Abstract

This study tries to answer the research objectives, namely to find out to determine the effectiveness of the assistance provided by the government to stabilize the community's economy and community satisfaction, especially SMEs in Tebing Tinggi City. The research method used is a quantitative method using SPSS version 25.00 which was collected from the results of distributing questionnaires to MSME actors in the city of Tebing Tinggi who received social assistance as many as 97 respondents. The analytical method used in this study is to use an instrument test, namely the validity and reliability test. The classical assumption test is the normality test, the multicolonearity test, the heteroscedasticity test, simple linear regression analysis, the hypothesis test, namely the T test. The results of SPSS in this study are that social assistance has an effect on improving the community's economy and community satisfaction, especially for SMEs in Tebing Tinggi City.

Keywords : *Social Assistance, Community Economic Improvement, Community Satisfaction*

1.INTRODUCTION

Indonesia is one of the countries that has a per capita income that is included in the low category so that a program is needed for the community to increase the rate of growth, one of the government programs being carried out at this time is to encourage the growth and development of MSMEs (Micro, Small and Medium Enterprises). Although MSMEs do not make a large contribution to national GDP, MSMEs can indirectly support national economic conditions where MSMEs are the largest absorber of energy and during the economic crisis in 1998 MSMEs were the frontline of the economy at that time [1].

However, since the crew of the Covid-19 pandemic entered Indonesia, micro, small and medium enterprises (MSMEs) have felt the most impact, this is due to the work of regulations issued by the government to stop the spread of Covid-19 which has an impact on the community's economy which can be seen in following picture:

Sumber : www.Katadata.com

Figure 1. Comparison of MSME Conditions before and after the entry of Covid 19

THE EFFECTIVENESS OF GOVERNMENT SOCIAL ASSISTANCE ON COMMUNITY ECONOMIC IMPROVEMENT AND COMMUNITY SATISFACTION HIGH CLICK AFFECTED BY COVID-19 PANDEMIC
Frederik Rudy Sentosa Rajagukguk, Hastuti Handayani Harahap

Figure 1 shows that the condition of MSME actors after the entry of the Covid-19 pandemic was very bad, which caused many to close their businesses because there were no buyers and the products sold were damaged. To overcome the problems faced by the community, especially for MSME actors, the government distributes assistance in cash and in the form of goods that are given directly or through the relevant agencies.

Based on data obtained from the Tebing Tinggi City trade and cooperative office, which in this case is responsible for accepting registration of recipients of assistance and distributing aid in kind directly, so far, at stage 2 of assistance in kind, 2412 MSME actors have received assistance. from the government spread over 5 sub-districts and 35 sub-districts in Tebing Tinggi City as an effort to stabilize the community's economy, especially MSME actors. For this reason, in this study the researchers aimed to determine the effectiveness of the assistance provided by the government to stabilize the community's economy, especially SMEs in Tebing Tinggi City.

1.1. Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) are independent productive business units, which are carried out by individuals or business entities in all economic sectors. In principle, the distinction between micro, small, medium and large enterprises is generally based on the value of initial assets (excluding land and buildings), the average annual turnover, or the number of permanent workers. In the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. Article 1 of the law states that micro-enterprises are productive businesses owned by individuals and/or individual business entities that have the criteria for micro-enterprises as stipulated in the law. In the law, the criteria used to define MSMEs as stated in Article 6 are net worth or asset value excluding land and buildings for business premises, or annual sales proceeds. With the following criteria:

- Micro-enterprises are business units with assets of at most Rp. 50 million excluding land and buildings for business premises with annual sales of a maximum of Rp. 300 million.
- Small business with asset value of more than Rp. 50 million up to a maximum of Rp. 500 million excluding land and buildings where the business has annual sales of more than Rp. 300 million up to a maximum of Rp. 2,500,000, and.
- Medium-sized enterprises are companies with a net worth of more than Rp. 500 million to a maximum of Rp. 100 billion with annual sales of above Rp. 2.5 billion to a maximum of Rp. 50 billion.

1.2. Social Assistance

As for what is meant by social assistance according to Law Number 39 of 2012 Article 1 paragraph 15, social assistance is the awarding in the form of money/goods from the nearest government to people, families, groups, and/or communities that are not economical and special and essentially is to secure themselves from social opportunities that may occur. Meanwhile, according to Rahayu (2012) the exchange of money or products given to the community in order to secure from social dangers that may occur and make steps for community welfare. In accordance with the Control of the State Service Fund of the Republic of Indonesia Number 81/PMK.05/2012 concerning Consumption of Social Assistance of Ministries/State Offices, what is meant by payment of social assistance is installments in the form of installments. exchange cash, merchandise or administration given. Central/Regional Government to the community in order to ensure the community from social hazards that may arise, including: Based on the law and expert opinion, it can be concluded that assistance is a form of government effort to avoid the emergence of social risks by providing transfers of money, assets or services. society with the aim of improving individual well-being.

2. IMPLEMENTATION METHOD

The research design used in research and development is a research method used to produce the effectiveness of government assistance for improving the economy of the people of Tebing Tinggi City. The research and development method based on project based learning refers to the steps using research and development (Research and Development) [15]:
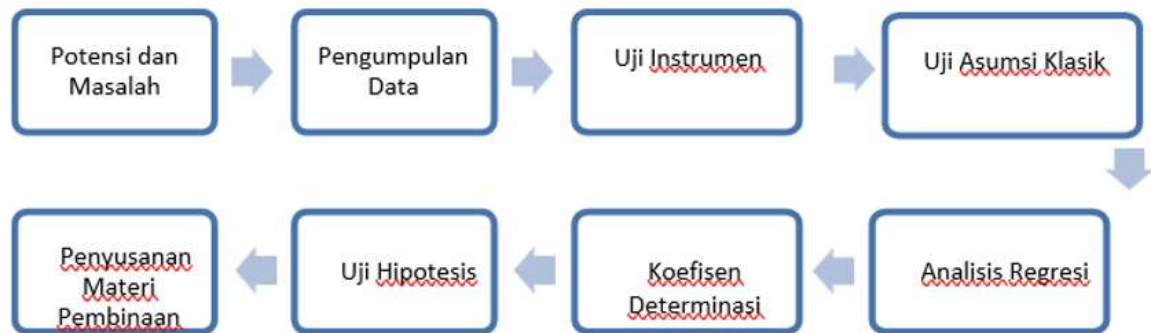

Figure 2. Steps to Use the R&D Method

In this study, the population used was MSME actors who received stimulus assistance in the form of goods from the government through the Tebing Tinggi City Trade Office as many as 2412 people. In deciding the sample using the Taro Yamane or Slovin equation, as follows Sugiyono (2015):

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

Keterangan:
N = Jumlah Populasi
n = Jumlah Sampel
d = presisi (ditetapkan 10%)

N = 2412 orang
$$n = \frac{2412}{(2412 \times 0,1^2)+1}$$
n = 96,019 = 97 orang.

The sample was taken using the proportioned cluster sampling method, where the sample was taken only for MSME actors who received social assistance in the form of goods from the government through the Tebing Tinggi City Trade Office until reaching 97 samples.

Table 3.
Sample Measurement Scale

Kecamatan	Proporsi	Sampel	Sampel Perkecamatan
Bajenis	504 / 2412 = 0,21	97	20
Padang Hilir	377 / 2412 = 0,15	97	15
Padang Hulu	318 / 2412 = 0,13	97	14
Rambutan	815 / 2412 = 0,34	97	33
Tebing Tinggi Kota	398 / 2412 = 0,17	97	15
Jumlah			97

THE EFFECTIVENESS OF GOVERNMENT SOCIAL ASSISTANCE ON COMMUNITY ECONOMIC IMPROVEMENT AND COMMUNITY SATISFACTION HIGH CLICK AFFECTED BY COVID-19 PANDEMIC
Frederik Rudy Sentosa Rajagukguk, Hastuti Handayani Harahap

Sumber Data : Dinas Perdagangan Kota Tebing Tinggi 2022
Penelitian ini menggunakan Analisis Regresi Linear Sederhana, dengan tujuan untuk mengetahui pengaruh antara variabel independent terhadap variabel dependen.

3. RESULTS AND DISCUSSION
3.1. Instrument Test
1) **Validity Test**

   This test was carried out on 30 respondents, then df = 30-k = 29, with = 5%, the r table value was 0.355 (Ghozali, 2016: 463), then the calculated r value will be compared with the r table value. From the results of the tests carried out, it shows that all statement points, both the social assistance variable, community economic improvement and community satisfaction, have an r-count value that is greater than the r-table value, so it can be concluded that all statements of each variable are declared valid.

2) **Reliability Test**

   Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. A factor is declared reliable if the Cronbach Alpha is greater than 0.6. Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring instrument).

3.2. Classic assumption test
The testing of classical assumptions with the SPSS 25.00 program carried out in this study includes:

1) **Normality Test**

   Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Testing the normality of the data can be done using two methods, graphs and statistics. The normality test of the graph method uses a normal probability plot, while the statistical method normality test uses the one sample Kolmogorov Smirnov Test. The normality test using the graphical method can be seen in the following figure:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.63391967
Most Extreme Differences	Absolute	.091
	Positive	.048
	Negative	-.091
Test Statistic		.101
Asymp. Sig. (2-tailed)		.047[c]
Monte Carlo Sig. (2-tailed)	Sig.	.526[d]
	99% Confidence Interval Lower Bound	.380
	Upper Bound	.671

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 97 sampled tables with starting seed 299883525.

From the output in the table, it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.526. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

3.3. Linear Regression Test

Linear regression testing explains the magnitude of the role of the independent variable on the dependent variable. Data analysis in this study used two linear regression equations, using SPSS 25.00 for windows. Based on these results, the linear regression equation has the formulation:

Equation 1

$Y1 = 6,437 + 0,446X_1 + \varepsilon_1$.

The description of the multiple linear regression equation above is as follows:
1) The constant value (b0) of 6.437 indicates the magnitude of the variable of community economic improvement if the social assistance variable is equal to zero.
2) The regression coefficient value of the social assistance variable (b1) of 0.446 indicates the magnitude of the role of the social assistance variable on the community's economic improvement variable. This means that if the social assistance variable factor increases by 1 unit value, it is predicted that the community economic improvement variable will increase by 0.446 unit value.

Equation 2

$Y2 = 9,831 + 0,381X + \varepsilon_2$.

The description of the multiple linear regression equation above is as follows:
1) The constant value (b0) of 9.831 indicates the magnitude of the community satisfaction variable if the social assistance variable is equal to zero.
2) The value of the regression coefficient of the social assistance variable (b1) of 0.381 indicates the magnitude of the role of the social assistance variable on the community satisfaction variable. This means that if the social assistance variable factor increases by 1 unit value, it is predicted that the community satisfaction variable will increase by 0.381 unit value.

3.4. Hypothesis test

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable, the results of data processing in the following table:

Tabel 1. Uji Hipotesis
Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	6.437	2.846		4.665	.000
Bantuan Sosial	.446	.119	.310	2.844	.006

a. Dependent Variable: Perbaikan Ekonomi

Sumber : Data diolah (2022)

From table 1, the tcount value is 2.844. With = 5%, ttable (5%; n-k = 96) the ttable value is 1.984. From the description it can be seen that tcount (2.844) > ttable (1.984), as well as the significance value of 0.006 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the social assistance variable has an effect on the variable of economic improvement.

THE EFFECTIVENESS OF GOVERNMENT SOCIAL ASSISTANCE ON COMMUNITY ECONOMIC IMPROVEMENT AND COMMUNITY SATISFACTION HIGH CLICK AFFECTED BY COVID-19 PANDEMIC
Frederik Rudy Sentosa Rajagukguk, Hastuti Handayani Harahap

Tabel 2. Uji Hipotesis
Coefficientsª

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9.831	3.493		-.622	.536
	Bantuan Sosial	.381	.125	.216	2.268	.026

a. Dependent Variable: Kepuasan Masyarakat

Sumber : Data diolah (2022)

From table 2, the tcount value is 2.268. With = 5%, ttable (5%; n-k = 96) the ttable value is 1.984. From the description it can be seen that tcount (2.268) > ttable (1.984), as well as the significance value of 0.026 <0.05, it can be concluded that the second hypothesis is accepted, meaning that the social assistance variable affects the community satisfaction variable.

4. CONCLUSION

This study tries to answer the research objectives, namely to find out to determine the effectiveness of the assistance provided by the government to stabilize the community's economy and community satisfaction, especially SMEs in Tebing Tinggi City. The results of hypothesis testing using simple linear regression analysis show that all hypotheses are accepted, so it can be concluded that social assistance has an effect on improving the community's economy and community satisfaction, especially for MSME actors in Tebing Tinggi City.

Based on the results of this study indicate that social assistance has an effect on improving the community's economy and community satisfaction, the city government of Cliff Tinggi is advised to re-examine the MSME actors who will receive social assistance so that the assistance provided by the government is right on target and can increase community economic improvement and satisfaction. Public.

REFERENCES

A. H. Putri and H. Husnaini, "Pengaruh Kualitas Pelayanan terhadap Kepuasan Masyarakat pada Kantor Desa Medan Sinembah," *Civ. J. Stud. Manaj.*, vol. 2, no. 1, 2020.

A. Mayasari, "Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Di Desa Paulan, Colomadu, Karanganyar," *Jesya (Jurnal Ekon. dan Ekon. Syariah)*, vol. 3, no. 2, pp. 36–44, 2020.

A. Y. Prasetya, S. Sugiharti, and Z. R. Fadhila, "Pemanfaatan Media Sosial Dalam Upaya Meningkatkan Penjualan Produk UMKM Desa Boja," *BUDIMAS J. Pengabdi. Masy.*, vol. 3, no. 1, 2021.

Bustani, B., Khaddafi, M. ., & Nur Ilham, R. (2022). REGIONAL FINANCIAL MANAGEMENT SYSTEM OF REGENCY/CITY REGIONAL ORIGINAL INCOME IN ACEH PROVINCE PERIOD YEAR 2016-2020. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, *2*(3), 459–468. https://doi.org/10.54443/ijerlas.v2i3.277

D. Nasihah, "Pengaruh Kualitas Pelayanan terhadap Kepuasan Masyarakat di Kantor SAMSAT Pati," J. Akunt. dan Pajak, vol. 21, no. 01, 2020.

D. D. G. Zeithaml, V.A., M.J. Bitner, "Services Marketing:Integrating Customer Focus Across the Firm," *Mc.Graw-Hill, Bost.*, 2013.

Falahuddin, F., Fuadi, . F., Munandar, M., Juanda, R. ., & Nur Ilham, R. . (2022). INCREASING BUSINESS SUPPORTING CAPACITY IN MSMES BUSINESS GROUP TEMPE BUNGONG NANGGROE KERUPUK IN SYAMTALIRA ARON

DISTRICT, UTARA ACEH REGENCY. *IRPITAGE JOURNAL*, *2*(2), 65–68. https://doi.org/10.54443/irpitage.v2i2.313

Geovani, I. ., Nurkhotijah, S. ., Kurniawan, H. ., Milanie, F., & Nur Ilham, R. . (2021). JURIDICAL ANALYSIS OF VICTIMS OF THE ECONOMIC EXPLOITATION OF CHILDREN UNDER THE AGE TO REALIZE LEGAL PROTECTION FROM HUMAN RIGHTS ASPECTS: RESEARCH STUDY AT THE OFFICE OF SOCIAL AND COMMUNITY EMPOWERMENT IN BATAM CITY. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, *1*(1), 45–52. https://doi.org/10.54443/ijerlas.v1i1.10

G. Tambajong, "Bauran Pemasaran Pengaruhnya Terhadap Penjualan Sepeda Motor Yamaha Di PT. Sarana

H. Hartono, "Manajemen Marketing Perhotelan," *Penerbit : Andi, Yogyakarta*, 2012.

Ilham, Rico Nur. *et all* (2019). Investigation of the Bitcoin Effects on the Country Revenues via Virtual Tax Transactions for Purchasing Management. International Journal of Suplly Management.Volume 8 No.6 December 2019.

Ilham, Rico Nur. *et all* (2019).. Comparative of the Supply Chain and Block Chains to Increase the Country Revenues via Virtual Tax Transactions and Replacing Future of Money. International Journal of Suplly Management.Volume 8 No.5 August 2019.

Lasta Irawan, A. ., Briggs, D. ., Muhammad Azami, T. ., & Nurfaliza, N. (2021). THE EFFECT OF POSITION PROMOTION ON EMPLOYEE SATISFACTION WITH COMPENSATION AS INTERVENING VARIABLES: (Case Study on Harvesting Employees of PT. Karya Hevea Indonesia). International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET), 1(1), 11–20. https://doi.org/10.54443/ijset.v1i1.2

likdanawati, likdanawati, Yanita, Y., Hamdiah, H., Nur Ilham, R., & Sinta, I. (2022). EFFECT OF ORGANIZATIONAL COMMITMENT, WORK MOTIVATION AND LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE OF PT. ACEH DISTRIBUS INDO RAYA. International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET), 1(8), 377–382. https://doi.org/10.54443/ijset.v1i8.41

Majied Sumatrani Saragih, M. ., Hikmah Saragih, U. ., & Nur Ilham, R. . (2021). RELATIONSHIP BETWEEN MOTIVATION AND EXTRINSIC MOTIVATION TO ICREASING ENTREPRENEURSHIP IMPLEMENTATION FROM SPP AL-FALAH GROUP AT BLOK 10 VILLAGE DOLOK MASIHUL. *MORFAI JOURNAL*, *1*(1), 1–12. https://doi.org/10.54443/morfai.v1i1.11

M. Kesrul, "Meeting, Incentive Trip, Confenrence, Exhibition," *Meet. Incent. Trip, Confenrence, Exhib.*, 2014.

N. Noorhayati, "Program Bantuan Covid–19 Dan Pengaruh Kualitas Pelayanan Terhadap Kepuasan (Studi Pada Masyarakat Penerima Bantuan Covid-19 Di Kecamatan Garum)," *Otonomi*, vol. 21, no. 1, pp. 128–132, 2021.

Nur Ilham, R. ., Arliansyah, A., Juanda, R., Multazam, M. ., & Saifanur, A. . (2021). RELATHIONSIP BETWEEN MONEY VELOCITY AND INFLATION TO INCREASING STOCK INVESTMENT RETURN: EFFECTIVE STRATEGIC BY JAKARTA AUTOMATED TRADING SYSTEM NEXT GENERATION (JATS-NG) PLATFORM. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, *1*(1), 87–92. https://doi.org/10.54443/ijebas.v1i1.27

Nur Ilham, R., Heikal, M. ., Khaddafi, M. ., F, F., Ichsan, I., F, F., Abbas, D. ., Fauzul Hakim Hasibuan, A. ., Munandar, M., & Chalirafi, C. (2021). Survey of Leading Commodities Of Aceh Province As Academic Effort To Join And Build The Country. *IRPITAGE JOURNAL*, *1*(1), 13–18. https://doi.org/10.54443/irpitage.v1i1.19

THE EFFECTIVENESS OF GOVERNMENT SOCIAL ASSISTANCE ON COMMUNITY ECONOMIC IMPROVEMENT AND COMMUNITY SATISFACTION HIGH CLICK AFFECTED BY COVID-19 PANDEMIC
 Frederik Rudy Sentosa Rajagukguk, Hastuti Handayani Harahap

Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. . (2022). COMMUNITY SERVICE ACTIVITIES "SOCIALIZATION AVOID STUDY INVESTMENT" TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, *2*(2), 61–64. https://doi.org/10.54443/irpitage.v2i2.312

N. S. Ahmad, S. A. Bakar, and R. Musa, "Exploring the roles of Social Media Content Marketing (SMCM) towards Return on Investment (ROI): A conceptual paper," *Pertanika Journa Soc. Sci. Humanit.*, vol. 25, pp. 261–268, 2017.

O. C. Hansemark and M. Albinsson, "Customer satisfaction and retention: the experiences of individual employees," *Manag. Serv. Qual. An Int. J.*, 2014.

O. U. Effendy, "Humas Suatu Studi Komunikologis," *Bandung PT. Remaja Rosda.*, 1992.

P. Kotler, "Manajemen Pemasaran Perspektif Asia (Pertama)," *Yogyakarta Andi*, 2012.

Rahmaniar, R., Subhan, S., Saharuddin, S., Nur Ilham, R. ., & Anwar, K. . (2022). THE INFLUENCE OF ENTREPRENEURSHIP ASPECTS ON THE SUCCESS OF THE CHIPS INDUSTRY IN MATANG GLUMPANG DUA AND PANTON PUMP. International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET), 1(7), 337–348. https://doi.org/10.54443/ijset.v1i7.36

Sandi, H. ., Afni Yunita, N. ., Heikal, M. ., Nur Ilham, R. ., & Sinta, I. . (2021). RELATIONSHIP BETWEEN BUDGET PARTICIPATION, JOB CHARACTERISTICS, EMOTIONAL INTELLIGENCE AND WORK MOTIVATION AS MEDIATOR VARIABLES TO STRENGTHENING USER POWER PERFORMANCE: AN EMPERICAL EVIDENCE FROM INDONESIA GOVERNMENT. *MORFAI JOURNAL*, *1*(1), 36–48. https://doi.org/10.54443/morfai.v1i1.14

Sinta, I. ., Nur Ilham, R., Kumala Sari, D. ., M, M., Khaidir, K., & Ekamaida, E. (2021). Training The Processing Of Tomato Sauce For A Home-Based Business The Scale Of SMES. *IRPITAGE JOURNAL*, *1*(1), 26–28. https://doi.org/10.54443/irpitage.v1i1.24

Sinurat, M. ., Heikal, M. ., Simanjuntak, A. ., Siahaan, R. ., & Nur Ilham, R. . (2021). PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH CUSTOMER SATISFACTION AS A VARIABLE INTERVENING IN BLACK ONLINE STORE HIGH CLICK MARKET: Case Study on Customers of the Tebing Tinggi Black Market Online Store. *MORFAI JOURNAL*, *1*(1), 13–21. https://doi.org/10.54443/morfai.v1i1.12

S. Riyanto and T. Qomaryati, "Pengaruh Kualitas Pelayanan Dan Kepercayaan Masyarakat Terhadap Kepuasan Masyarakat Di Kantor X," *J. Manaj. Univ. Bung Hatta*, vol. 16, no. 1, pp. 9–14, 2021.

Sugiyono, "Metode Penelitian Kombinasi (Mix Methods)," *Penerbit Alf. Bandung*, 2015.

Yusuf Iis, E., Wahyuddin, W., Thoyib, A., Nur Ilham, R., & Sinta, I. (2022). THE EFFECT OF CAREER DEVELOPMENT AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE WITH WORK MOTIVATION AS INTERVENING VARIABLE AT THE OFFICE OF AGRICULTURE AND LIVESTOCK IN ACEH. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 2(2), 227–236. https://doi.org/10.54443/ijebas.v2i2.191