



EFFECTIVENESS OF "RASKIN" SERVICES AND DISTRIBUTION TO HOUSEHOLDS IN SINAKSAK VILLAGE, TAPIAN DOLOK DISTRICT

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Article history:	Abstract:
Received: 20 th August 2021 Accepted: 26 September 2021 Published: 6 th November 2021	Raskin is abbreviation berasmiskin. Beras means rice and miskin means poor. So Raskin is rice for the poor households. The Raskin program for poor households, until now still raises several problems, including the distribution is not yet right on target, not in the right amount and not on time, so that it is not useful for the recipients. The analytical tool used is multiple linear regression. The respondents of this research are target households. The results of the analysis show that service and distribution affect the satisfaction of target households. From the results of this study, it was found that the distribution factor was very influential in the satisfaction of the target household. Judging from the magnitude of the coefficient that affects the target household.

Keywords: Target households, Distribution, Raskin

PRELIMINARY

The Raskin program is a food subsidy as an effort from the Government to improve food security and provide protection to poor families through the distribution of rice which is expected to be able to reach poor families according to PAGU (Governor's Ceiling). The objective of the Raskin program is to reduce the burden of spending on poor households by fulfilling some of their basic food needs in the form of rice. The Raskin distribution program is a government program that aims to reduce the burden of household spending. (Rubiah, 2017).

The implementation of Raskin is not always fully guided by policy procedures because it depends on the conditions and situations of the local community. Many implementations do not match the objectives set out in the Raskin General Guidelines. The deviation that often occurs is the inaccurate amount of rice obtained by Poor Households (RTM) who are Raskin beneficiaries, which should be based on the Raskin PAGU for each RTM receiving rice. This was due to the limited amount of rice, which was less than the number of people who received Raskin, which caused the majority of the people to feel happy but a small part also felt dissatisfied because it did not suit their needs. The level of satisfaction of Raskin beneficiary households (RTS) with the Raskin Program and determine the gap between RTS expectations and the performance of the Raskin Program for each satisfaction attribute. (Putu Artini & ., 2018).

Effectiveness comes from the word effective which implies the achievement of success in achieving the goals that have been set. Effectiveness focuses on outcomes (results), programs, or activities that are considered effective if the output produced can meet the expected goals. Service activities carried out optimally will result in the effectiveness of public services for the community, because basically the purpose of public services is to satisfy the community. (Ujung & Rangkuti, 2014). Effectiveness is a condition that contains an understanding of the occurrence of a desired effect or effect. If someone performs an action with a specific purpose that is desired, then that person is said to be effective if it causes the result he wants

Distribution is all activities at conveying or distributing goods produced from producers to the hands of final consumers/users. Distribution activities include: packaging, sorting/sorting, packing, storage/warehousing and transportation. Broadly speaking, distribution can be interpreted as a marketing activity that seeks to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed such as type, quantity, price, place, and when needed. (Tjiptono & Fandy, 2015). In the procedure of choosing a distribution channel, we will be faced with various questions such as which distribution agency to use, how much is needed, where is the ability and ability to cooperate with producers and other questions. (Sunyoto, 2013)

Customer satisfaction is the extent to which the benefits of a product are felt in accordance with what customers expect. According to (Tjiptono & Fandy, 2015), the creation of customer satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty, and forming a word of mouth recommendation that is profitable for consumers. company. Customer satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations (Kotler & Keller, 2009)

METHODOLOGY

The method that the author uses in this study is the case method, namely research conducted to obtain facts and find factual information. This is done by examining the data so that it easily solves the problems encountered. For the purposes of this study, it is necessary to analyze the condition of service quality and distribution of Raskin on the satisfaction of target households, where the researchers chose those located in Sinaksak Village as the scope of research.

The research population is the target households in Sinaksak Village with a total of 514 poor families. Data were collected by taking samples using simple random sampling. The research sample was taken from 10 neighborhoods in Sinaksak Village. To analyze the data in drawing conclusions, a comparative descriptive analysis tool is used. Analysis of quantitative data using a Likert scale as a measure

RESULTS AND DISCUSSION

Sinaksak Village is one of the villages located in Tapian Dolok District, Simalungun Regency which has an altitude of ±1300 meters above sea level. Sinaksak Village is 1 km from the sub-district capital with a travel time of 10 minutes and 40 km from the district capital with a travel time of 1 hour. Based on the Monograph Data of Sinaksak Village in 2013, Sinaksak Village has a population of 12,404 people which is divided into 6,130 male residents, 6,269 female residents, and the remaining 19 foreigners. Of the Indonesian citizens, that number consists of 6,130 men and 6,269 women , with a total of 2,850 family heads.

Table 3.1 Livelihoods of Sinaksak Village Residents

No	Livelihood	Amount
1.	Farm workers	140
2.	Craftsman/Small Industry	150
3.	Household servant	75
4.	Freelance	625
5.	Traders	235
6.	Freight	200
7.	civil servant	300
8.	Mocok-Mocok	365
9.	Retirees (PNS/TNI-POLRI)	185
10.	Private and BUMN Employees	425
11.	Mechanic	150

Table 3.2 Data on the Number of Raskin Recipients in Sinaksak Village

No	Number of Environments	Number of RTS
1.	Environment 1	35 KK
2.	Environment 2	58 KK
3.	Environment 3	76 KK
4.	Environment 4	11 KK
5.	Environment 5	48 KK
6.	Environment 6	75 KK
7.	Environment 7	47 KK
8.	Environment 8	53 KK
9.	Environment 9	53 KK
10.	Environment 10	58 KK
	Amount	514 KK

Overview of Raskin (Rice for Poor Households)

Indonesia still faces problems of poverty and food insecurity that must be jointly addressed by the government and the community. This problem has become a national concern and its handling needs to be carried out in an integrated manner involving various sectors, both at the central and regional levels. These efforts are included in the 2009 Government Work Plan (RKP) on priority I, namely Improving Basic Services and Rural Development. The Raskin Program is one of the programs on priority I, focus 1 on Development and Improvement of Social Protection Systems, especially for the Poor. In particular, Perum BULOG was instructed to provide and distribute subsidized rice for the

poor and food insecure groups, whose supply prioritizes rice from domestic farmers' unhulled rice. The distribution of subsidized rice for the poor is at reducing the burden of spending on poor households. In addition, this program is intended to increase access for the poor to fulfill their basic food needs as one of the basic rights of the community.

This is one of the government programs, both central and regional, which is important in increasing national food security. The Raskin program is included in cluster I of the poverty alleviation program on Social Assistance and Protection, which synergizes with other development programs, such as programs to improve nutrition, improve health and education. The synergy between these various programs is important in increasing the effectiveness of each program in achieving its goals. The objective of the Raskin Program is to reduce the expenditure burden of Target Households through the fulfillment of some of their basic food needs in the form of rice.

The target of the 2009 Raskin Program is to reduce the expenditure burden of 18.5 million Target Households (RTS) based on data from the Central Statistics Agency (BPS), through the distribution of subsidized rice of 15 Kg/RTS/month for 12 months at a redemption price of Rp. 1,600 per kg net. at the agreed delivery point (Distribution Point or Village Shop). Raskin management principles are the basic values that form the basis or reference for every decision making in the implementation of a series of activities, which are believed to be able to encourage the realization of the goals of the Raskin program.

The principles are Alignment to Raskin's Target Beneficiary Households (RTS-PM), meaning that RTS-PM can obtain good quality rice, adequate allocation and affordable, Transparency, which means opening access to information for Raskin stakeholders, especially RTS-PM, who must know and understand the existence of Raskin activities and be able to carry out independent, participatory supervision, means to encourage the community, especially RTS-PM to play an active role in every stage of the implementation of the Raskin Program, starting from planning, socialization, implementation and control and accountability, meaning that every management of Raskin activities must be accountable to the local community as well as to all interested parties in accordance with applicable or agreed rules and regulations

For the effectiveness of the 2009 Raskin Program, the Central, Provincial, Regency/City and District Raskin Coordination Teams were formed to implement the Raskin Program. The person in charge of implementing the Raskin Program at the Center is the Coordinating Minister for People's Welfare; in the Province is the Governor, in the Regency/City is the Regent/Major and in the Subdistrict is the Camat. The Central Raskin Coordination Team consists of elements from the Coordinating Ministry for People's Welfare, Coordinating Ministry for Economic Affairs, State Ministry for National Development Planning/National Development Planning Agency, Ministry of Finance, Ministry of Home Affairs, Ministry of Social Affairs, Ministry of State-Owned Enterprises, Central Statistics Agency, Financial and Development Supervisory Agency (BPKP), and Perum BULOG.

The government admits that there are six critical points or weaknesses that must be addressed in the distribution of the first phase of Raskin assistance. The six critical points include the process of enumeration or data collection of poor households, the process of determining the category of poor households, the process of distributing cards, the process of distributing aid, the process of socialization and the process of handling complaints. Meanwhile, from the results of interviews with informants in the field, the obstacles faced by the Raskin program in the Sinaksak sub-district are 1. Deviations in the quality of rice which are sometimes good sometimes bad, followed by deviations in the price of rice which should be Rp. 1600/kg to Rp. 2000/kg, The distribution of Raskin cards contains the element of subjectivity so that it is not right on target, the RTS (Target Households) data from BPS is invalid and closed, so that there are poor people who cannot get a card and those who can afford it, causing threats, demands and social jealousy and the policy of the head of RW and RT that all citizens receiving rice (bagito) was due to the lack of awareness of wealthy citizens who should not be able to but demanded to get their share.

Data Evaluation and Analysis

Characteristics of Respondents What is meant here are the social and economic characteristics of the people who receive Raskin consisting of gender, age, education level, family size, income and occupation. From the sample, it can be seen how effective and efficient the distribution of rice for the poor is, whether it is in accordance with the general guidelines that have been set in the distribution of poor rice or there are deviations that occur during distribution. Overall, a recapitulation of the characteristics of people who receive poor rice will be presented as follows:

a. Sample Characteristics by Gender

According to gender, the sample of Raskin recipients in the Sinaksak sub-district is as follows:

Table 3.3 Samples by Gender

No	Gender	many people)
1.	man	22
2.	woman	38
	Amount	60

From the table above, we can see that 60% of Raskin recipients in the Sinaksak sub-district are women, while only 40% are men

b. Sample by Age (Age)

According to the results of the study, it can be seen that the age of the respondents varied from 20 to 70 years. The age of the respondents is dominated by the age of 27 to 37 years, the age which states that most of them are at their optimum physical potential to do their job. Judging from the age, the sample of Raskin recipients in the Sinaksak sub-district is as follows:

Table 3.4 Sample by Age

No	Age (Years)	many people)
1.	15	5
2.	16-26	11
3.	27-37	14
4.	38-48	20
5.	49-59	6
6.	> 60	4
	Amount	60

From the table above, we can see that the age group of 38-48 years dominates the respondents as many as 20 people or equal to 32%. It can be seen that the people who receive poor rice are still in the category of productive age so that there is still a large potential for labor owned by the community. Which was followed by respondents aged 27-37 years as many as 14 people or 22.4% of the total respondents, for ages 16-26 11 people or 17.6% to under 15 years as many as 5 people or 8% while those aged 49 - 59 years as many as 6 people or 9.6%. And for over 60 years as many as 4 people or 6.4% of the total respondents.

c. Sample Characteristics by Education Level

From the results of the study, it can be seen that education level I is dominated by junior high school graduates, followed by high school graduates, and elementary school graduates. Judging from the level of education, the sample of Raskin recipients in the Sinaksak sub-district is as follows:

Table 3.5 Sample by Education Level

No	Education	Lots
1.	SD	13
2.	junior high school	36
3.	high school seniors	11
	Amount	60

From the table above, it can be seen that of the 60 respondents in the Sinaksak Village area, the average education level of the respondents is Elementary School (SD) as many as 13 people or 20.8% of all respondents, followed by Middle School which dominates as many as 36 people or 57,6% of all respondents and for high school as many as 11 people or 17.6 % of all respondents

d. Characteristics of the Sample by Number of Dependents in the Family

Judging from the level of the number of dependents, the sample of Raskin recipients in the Sinaksak sub-district is as follows:

Table 3.6 Sample by Number of Family Dependents

No	Family Size (Person)	Number of people)
1.	4	19
2.	5-6	33
3.	7	8
	Amount	60

That this shows that the community has a moderate number of dependents. the number of dependents will affect the availability of work, especially for children of productive age 15-60 years

e. Characteristics of the Sample According to the Occupation of the Head of the Family

Judging from the level of occupation of the head of the family, the sample of Raskin recipients in the Sinaksak sub - district is as follows:

Table 3.7 Sample by Occupation of the Head of the Family

No	Family Head Job	Number of people)
1.	Entrepreneur/Trader	27
2.	Freelance	13
3.	Pedicab driver	3
4.	Non-permanent job	5
5.	housewife	12
	Amount	60

From the table, it can be seen that the main occupation is self-employed as many as 27 people or 43.2%, followed by farmers as many as 13 people or 20.8% and mocok-mocok as many as 12 people or 19.2%. People who get rice for the poor, on average, do not own land, only work as farm laborers and are mocking today, they will not work tomorrow, so their income is not fixed every month.

This research was conducted on the poor who received poor rice in the Sinaksak sub-district, Tapian Dolok sub-district. In this study, a sample of 60 households was determined. This study was conducted to determine whether the effectiveness of Raskin services and distribution is beneficial for the poor in the study area. Efficient distribution is a requirement to ensure that the entire house is on time, at an affordable price. Fair food trade among various actors with different powers will ensure efficient and fair profits. The responses of respondents regarding the distribution of Raskin can be seen in table 3.8 as follows:

Table 3.8 Respondents' answers regarding the distribution of Raskin

No	Question	Respondent's answer					Score
		SP	P	CP	KP	TP	
1	How is the timeliness of the distribution of Raskin	5	30	17	8	-	202
2.	How is the socialization and transparency of Raskin information	6	29	19	6	-	215
3.	How is the accuracy of targeting Raskin beneficiaries	3	31	20	6	-	201

Description: SP : Very satisfied ; P : Satisfied; CP : quite satisfied; KP : Less satisfied; TP : Not satisfied

Respondents' answers to service variables in providing services to poor households can be seen in the following table:

Table 3.9 Respondents' answers regarding service

No	Question	Respondent's answer					Score
		SP	P	CP	KP	TP	
1	What do you think about the suitability between the fees paid and the fees that have been set?	13	23	15	9	-	219
2.	What do you think about the distribution of Raskin evenly?	9	31	17	3	-	226
3.	Friendliness, and accuracy of officers in the distribution of Raskin	10	21	17	12	-	209

Respondents' answers to the variable consumer satisfaction in the services provided by Bulog can be seen in the following table:

Table 3.10 Respondents' answers regarding the satisfaction of target households

No	Question	Respondent's answer					Score
		SP	P	CK	KP	TP	
1	Are you satisfied with the data collection conducted by BPS which includes 14 criteria for poor people	6	21	24	9		204
2.	Are you satisfied with the quality of the rice you received	10	31	17	2	-	229
3.	The staff's ability to answer questions was enough to convince me that the problem could be solved.	14	30	16	2	-	244

Multiple linear regression analysis was used to determine the effect of the independent or independent variables on the dependent or dependent variables. The results of service analysis, distribution of target households in the Sinaksak village can be seen in the following table:

Model	Unstandardized coefficients		Standardized coefficients	t	Sig
	B	Std Error	Beta		
1 Constanta	3,958	1.023		3,870	,000
X1	0.070	0.069	,092	1.015	,314
X2	,597	,076	,716	7,890	,000

Dependent variable : rts. Source: Processed primary data

From the results of the above analysis, the regression constant obtained when entered into the general regression equation is as follows: $Y = 3.958 + 0.070 X1 + 0.076 X2$.

From the table above, the constant is 0 in standardized that if the independent variable is considered constant it means that if there is no service (X1) and distribution (X2) then there is no change in the satisfaction of the target household (Y)

F test analysis basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. Testing by comparing the F table with F count. Looking for F table with criteria ($\alpha = 5\%$, $df = n - k$ ($60 - 3 = 57$)). From the table, the F table value is 3,159. From the SPSS output in the appendix, the F value is 33,880. Because $F \text{ count} > F \text{ In the table}$, H_0 is rejected and H_a is accepted. The magnitude of the significance is 0.000, which means it is smaller than 0.05. Based on these results, it can be concluded that the model is good and acceptable.

T-test analysis is used to test whether the independent variables partially or individually affect the target household. By doing this t-test, it will be known whether the service and distribution variables affect the target household. Testing by comparing the t table with t count. Look for the t table with the criteria ($\alpha = 5\%$, $df = n - k$ ($60 - 3 = 57$)). From the table, the t table value is 2,000. From the SPSS output in the attachment with at value of 3.870 Because $t \text{ count} > t \text{ table}$ then H_0 is rejected and H_a is accepted. Based on these results, it can be concluded that partially or individually, each of these variables has a significant effect on the target household.

The coefficient of determination is used to measure how far the influence of the independent variable on the dependent variable. From the multiple linear regression test table, it can be seen that the coefficient of determination is 0.527. This shows that 52.7% of the variation that occurs in the target household satisfaction variable is jointly influenced by service and distribution. While the remaining 47.3% is influenced by factors outside of these factors

DISCUSSION

The results of this study can provide information for organizations as policy makers as well as for academics on variables that influence or play a role in efforts to improve on target. Based on the results of the analysis, the distribution variable gave an effective contribution of 0.716 while the service contributed an effective contribution of 0.092. From these results indicate that the dominant variable that affects the formation of right on target is distribution, while the service does not really affect the right target household. This is because the beneficiaries pay more attention to the quality, quantity, price, and delivery time of rice but the RTS does not pay attention to how the services provided by Raskin officers are in terms of more affordable rice pick-up points, the speed with which officers replace damaged products/rice.

CONCLUSION

1. Partially and individually the service variable has a positive effect on the target household
2. From the results of the regression that can be shown, the distribution variable of 71.6% is a factor that affects the satisfaction of the target household and the service variable is 9.2%.
3. Of the two variables that affect the satisfaction of the target household, the most dominant is the distribution variable based on the results of the t-test. The distribution variable has a value of t count (7,890) > t table (2,000), which is implied significant

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