Analysis of The Influence of Social Assistence Hope Family Program on The Benefit of Society (Quality of Education) Study in Lubuk Kertang Village, West Brandan District, North Sumatera

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INFO ARTICLE

A B S T R A C T

This study aims to see the effect of satisfaction, service, and the benefits of social assistance services for the Hopeful Family Program. This study uses a quantitative approach with multiple linear regression analysis method. Source of data in this research is primary data by distributing questionnaires to respondents. The population of this study were 175 people and a sample of 65 respondents using purposive sampling technique. The results showed that: a) Partially the variables of satisfaction and public service programs did not have a significant effect on the benefit of the community in terms of the quality of education, while the use of services had a significant effect on the benefit of the community in the quality of education. b) Simultaneously the variables of satisfaction, service programs and service benefits together influence the benefit of society in the quality of education with a P-Value = 0.000 < α 0.05. Based on the R2 test, the effect of the independent variable on the dependent variable was 33.9%, while the remaining 66.1% was influenced by other variables not examined in this study.

A B S T R A K

Penelitian ini bertujuan untuk melihat pengaruh kepuasan, pelayanan, dan kemanfaatan layanan bantuan sosial program keluarga harapan terhadap kemaslahatan masyarakat (kualitas pendidikan). Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi linear berganda. Sumber data dalam penelitian ini adalah data primer melalui penyebaran kuesioner kepada responden. Populasi dari penelitian ini sebanyak 175 orang dan sampel sebanyak 65 responden dengan teknik purposive sampling. Hasil penelitian menunjukkan bahwa: a) Secara parsial variabel kepuasan dan program layanan publik tidak berpengaruh signifikan terhadap kemaslahatan masyarakat dalam kualitas pendidikan, sedangkan kemanfaatan layanan berpengaruh signifikan terhadap kemaslahatan masyarakat dalam kualitas pendidikan. b) Secara simultan variabel kepuasan, program layanan dan kemanfaatan layanan secara bersama-sama berpengaruh terhadap kemaslahatan masyarakat dalam kualitas pendidikan dengan nilai P-Value = 0,000 < α 0,05. Berdasarkan uji R² pengaruh dari variabel bebas terhadap variabel terikat sebesar 33,9%, sedangkan sisanya 66,1% dipengaruhi oleh variabel lainnya yang tidak diteliti dalam penelitian ini.

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1. INTRODUCTION

Poverty is unavoidable and occurs in almost every country. This problem has existed for a long time and is becoming a reality. In Islamic teachings, the problem of poverty is usually the result of an inability to meet individual basic needs. According to Islamic law, there are three basic needs: clothing, food and shelter. One of the main causes of poverty is the low level of economic well-being. A low level of welfare indicates a low level of productivity. Poor performance indicates less than optimal use of resources. Therefore, to minimize the poverty rate, a policy must be issued by the government (Umi Kalsum, 2019).

The high incidence of poverty indicates that people's lives are still lacking in terms of meeting economic needs. Apart from that, poverty can also reflect a level of welfare, where the higher the level of poverty indicates the lower the level of welfare of a

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society. Apart from encouraging social equality in society and reducing social inequality, prosperity will also reduce poverty levels as a direct implication and the most important thing is fulfilling the basic economic needs of society (Nurma Mustika, Nurhadji Nugraha, 2019).

According to BPS Bappenas (2018), the implementation of CCT in Indonesia has increased from year to year, starting in 2016 there was a significant target of recipients from 6,000,000 families to 10,000,000 families in 2018. When compared with countries implementing CCT in the world, Indonesia it is still quite far from Brazil which reached 27,000,000 in 2014. Proof of the success of the family hope program is that it can reduce the poverty rate of the number of poor people in Indonesia by 10.12% as of September 2017 to 9.50% as of September 2018 or a decrease in the population poor by 0.62%. Apart from that, it has the highest level of effectiveness in reducing the Gini coefficient from 0.391 in 2017 to 0.380 in 2018 (BPS, 2022).

According to Saputra (2019), said that the population of North Sumatra numbered 15.8 million by the end of June 2021, the quality of education in recent years has increased, although there is still inequality in the population who have never attended school and are illiterate in North Sumatra, especially who live in rural areas. In addition, as a whole, the majority of the population aged 10 years and over in rural areas have only completed elementary school (SD). Compare this with urban areas where the majority have completed high school (SMA). This certainly indicates that there has been an imbalance between rural and urban areas in North Sumatra, so it needs to be a concern for the government, so that the development of facilities that support education is easily accessible by the community, especially in rural areas. However, this can be solved with various programs provided by the government.

North Sumatra experienced fluctuations in increases from 2018 to 2021 and experienced a decrease in the poor population in 2019-2022. North Sumatra BPS data for 2018 has increased by 9.22%, in 2019 it has decreased to 8.83%, in 2020 it has decreased again by 8.75%, in 2021 it has increased again by 9.01%, in 2022 it has decreased drastically by 8.42% of the population is poor (Badan Pusat Statistik Sumatera Utara, 2022).

The population in North Sumatra with doctoral degrees is 0.1% (1,476), 0.2% (30,528) masters graduates, 3.54% (537,438) undergraduate graduates, 1.27% (193,031) D3 graduates. D1 and D2 graduates by 0.34% (51,228) senior high school by 25.5% (3,871,322), junior high school by 14.92% (2,264,354), elementary school graduate by 16.51% (2,505 .686), and 25.61% (1,838,112) did not finish school, and 25.61% (3,887,621) did not attend school (Badan Pusat Statistik Sumatera Utara, 2021). It can be concluded that the quality of education in North Sumatra is still progressing in a better direction, even though there are more residents who do not/have not yet attended school than residents with doctoral degrees

Research related to the same problem as research conducted by Oktavia (2019) which shows that there is a satisfaction level for participants in the Hope Family Program, where the average value is 3.21, meaning that there is satisfaction with the assistance provided by the Hope Family Program. so far for participants in Sepinggan Village, Balikpapan City. Furthermore, the research results show that there is an influence of PKH in the education sector on improving community welfare in very poor households in the Kotakulon sub-district, Bondowoso sub-district (Hernanik, 2017). Research Diana(2021), also states that the Family Hope Program's social assistance, educational services, does not have a significant effect on social security.

Based on the background that has been described, this research aims to find out: **Analysis Of The Influence of Social Assistence Hope Family Program On The Benefit Of Society (Quality Of Education) Study In Lubuk Kertang Village, West Brandan District, North Sumatera**

2. THEORETICAL REVIEW

Social Assistence

According to the Minister of Home Affairs Regulation (2012), social assistance refers to providing intermittent and selective assistance to the community in the form of goods or money, aimed at improving community welfare. According to the Ministry of Social Affairs (2021), PKH distribution can be carried out in stages over one budget year based on the social assistance distribution scheme that has been determined by the Director General of Social Protection and Security.

Islam encourages its followers to help each other, regardless of religion, ethnicity or race. This is in accordance with the words of Allah SWT in the Al-Qur'an Surah Al-Maidah{5}: 2, namely:

يَاأَيُّهَا الَّذِينَ اٰمَنُوالاَ تُحِلُّوا شَعَآئِرَ اللهِ وَلاَالشَّهْرَالْحَرَامَ وَلاَالْهَدْيَ وَلاَالقَلاَئِدَ وَلآ آَمِّيْنَ الْبَيْتَ الْحَرَمَ يَبْتَغُوْنَ فَضْلاَمِّنْ رَّبِّهِمْ وَرِضْوَانَّا قلا وَإِذَا حَلَلْتُمْ فَاصْطَادُوا قلا وَلاَيَجْرِمَنَّكُمْ شَنَانُ قَوْمٍ اَنْ صَدُّوْكُمْ عَنِ الْمَسْجِدِالْحَرَامِ اَنْ تَعْتَدُوا ۘ وَتَعَاوَنُوْاعَلَى الْبِرِّوَلتَّقْوَى صلا وَلاَتَعَاوَنُوْاعَلَى الْاِثْمِ وَالعُدْوَانِ صلا وَاتَّقُوْا اللهَ قلا اِنَّ اللهَ شَدِيدُالعِقَابِ

Means:"O you who have believed, do not violate the rites of Allah or [the sanctity of] the sacred month or [neglect the marking of] the sacrificial animals and garlanding [them] or [violate the safety of] those coming to the Sacred House seeking bounty from their Lord and [His] approval. But when you come out of ihram, then [you may] hunt. And do not let the hatred of a people for having obstructed you from al-Masjid al-Haram lead you to transgress. And cooperate in righteousness and piety, but do not cooperate in sin and aggression. And fear Allah; indeed, Allah is severe in penalty". (QS. Al-Ma'idah[5]: 2)

This verse recommends helping each other in terms of virtue between fellow human beings so that it can be useful and lighten the burden on others.

Hope Family Program

According to Kemensos (2021), said that the family of hope program is a program that provides cash assistance to very poor households (RTSM) by fulfilling requirements related to efforts to improve the quality of human resources. The criteria for PKH beneficiary families are for poor families who have several criteria, namely: a. The family has pregnant women/under-five children/postpartum mothers, b. In families who have children aged more than 7 years who have not entered school or basic education (pre-school age), c. In the family there are children aged 7 to 21 years who have not completed 12 years of compulsory education, d. In the family there are children with disabilities aged 0 to 21 years. Each PKH beneficiary family gets a minimum assistance of Rp950.000 and a maximum of Rp3.700.000. By providing regular assistance to PKH participants Rp500.000. If the family has a postpartum/pregnant/toddler mother/children of pre-school age then an additional Rp1.000.000, if you have children of primary school/MI school age, an additional Rp450.000. If you have children of junior high school age, high school age and the equivalent, then the assistance increased by Rp1.000.000.

The Benefit Of Society (Quality Of Education)

Maslahah comes from the word masdar which means benefit or regardless of damage. Maslahah in Arabic is actions that promote the public good. In general, it can be interpreted as anything that is beneficial to humans or can generate profits and prevent damage. In realizing and maintaining care for religion, soul, mind, lineage and wealth, al-Syathibi divides the benefit into three levels, both achieved by attracting benefits or by rejecting harm (Jauhar,2013).
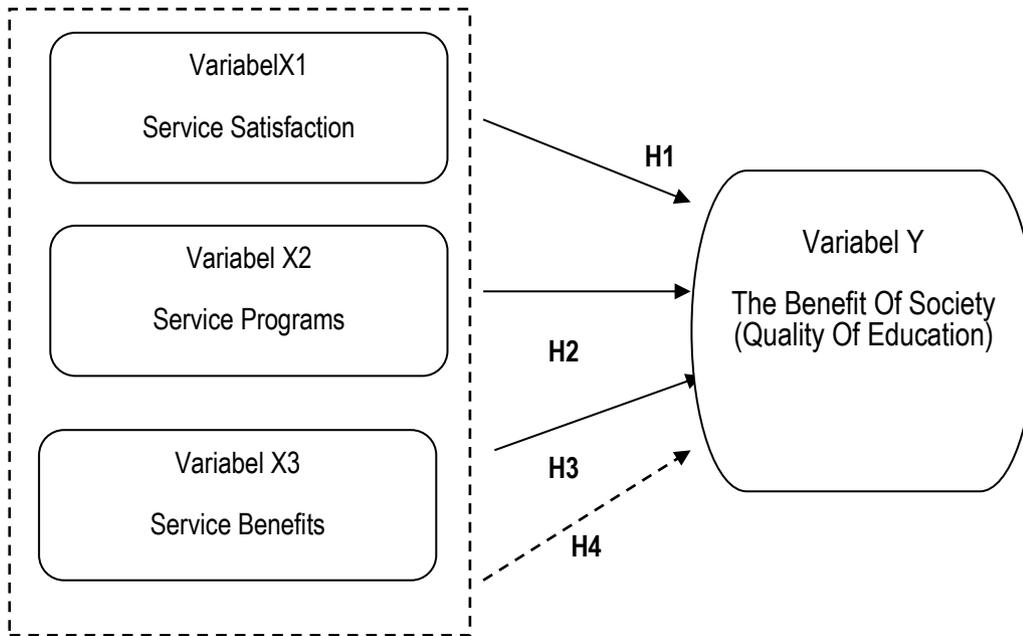
Integrating the quality of education in Islam with Maqashid Sharia in maintaining the mind (hifdu al-aql) in order to achieve the benefit of society which avoids actions outside of religion, such as maintaining religion, soul, mind, lineage and property. The Qur'an views people with knowledge as having a noble and higher position. Allah SWT says in the Al-Qur'an Surah Al-Mujadillah (58): 11, namely:

يَاأَيُّهَا الَّذِينَ اٰمَنُوآ اِذَا قِيْلَ لَكُمْ تَفَسَّحُوْا فِى الْمَجلِسِ فَافْسَحُوْا يَفْسِحِ اللهُ لَكُمْ ج وَاِذَا قِيْلَ انْشُرُوْافَانْشُزُوْا يَرْفَعِ اللهُ الَّذِيْنَ اٰمَنُوْامِنْكُمْ لا والَّذِيْنَ اُوْتُوالْعِلْمَ دَرَجَتٍ قلا واللهُ بِمَاتَعْمَلُوْنَ خَبِيْرٌ

Means:"O believers! When you are told to make room in gatherings, then do so. Allah will make room for you ˹in His grace˺. And if you are told to rise, then do so. Allah will elevate those of you who are faithful, and ˹raise˺ those gifted with knowledge in rank. And Allah is All-Aware of what you do." (QS. Al-Mujadillah {58}: 11).

The verse above, it can be understood that knowledge is important, because Allah SWT will provide opportunities for those who attend knowledge assemblies by elevating the status of people who are knowledgeable and believers based on their knowledge (Abdurrahman, 2016).

Framework Of Thinking

3. RESEARCH METHOD

This study uses a quantitative research design. This design is used to analyze the influence of service satisfaction, service programs and service benefits on community benefits. The population in this study was 175 people and the sample was 65 people. The data source that researchers use is primary data. The data collection method used in this research is distributing questionnaires. The data analysis technique used is multiple linear regression analysis, by testing validity, reliability, classic assumption tests in the form of normality tests, multicollinearity tests, heteroscedasticity tests, using SPSS as a program to support research results. Apart from that, hypothesis testing is done through the t test (partial), f-statistical test and coefficient of determination (R^2).

4. FINDINGS AND DISCUSSION

Reliability Test and Validity Test
Reliability Test

Reliability tests were carried out on all questionnaire questions given to 65 respondents. Each question item will be declared reliable if Crobanch's Alpha is > 0.6%. The reliable test results can be explained in table 1, namely:

Table 1. Reliability Test

No	Variabel	*Reabilitas Coefficients*	*Cronbach's Alpa*	Information
1	service satisfaction	4 question items	0,673	Reliabel
2	service programs	5 question items	0,637	Reliabel
3	service benefits	4 question items	0,797	Reliabel
4	The Benefit Of Society	5 question items	0,685	Reliabel

Source: SPSS (2023)

Based on the reliability test results shown in table 1, it is said that each Cronbach's Alpha value is greater than the r table, namely 0.60. This states that overall the question items are reliable because the Cronbach's Alpha value is > 0.60

Validity Test

In determining whether a question item is valid or not, one is to compare the calculated r with the r table where df = n-3 with a significance level of 0.05 with n= 65, so that in the research the r table = 0.2441. If r count > from r table then it is said to be valid.

To find out the level of validity, a validity test is carried out using the SPSS program, which is as follows:

Table 2. Validity Test

Variabel	Question Items	*Corrected Item Total Correlation (r Hitung)*	r Tabel	Information
service satisfaction	X1.1	0,762	0,244	Valid
	X1.2	0,657	0,244	Valid
	X1.3	0,732	0,244	Valid
	X2.1	0,683	0,244	Valid
Service Programs	X2.2	0,673	0,244	Valid
	X2.3	0,728	0,244	Valid
	X2.4	0,580	0,244	Valid
	X2.5	0,593	0,244	Valid
service benefits	X3.1	0,808	0,244	Valid
	X3.2	0,807	0,244	Valid
	X3.3	0,787	0,244	Valid
	X3.4	0,752	0,244	Valid
The Benefit Of Society (Quality Of Education)	Y1	0,546	0,244	Valid
	Y2	0,624	0,244	Valid
	Y3	0,707	0,244	Valid
	Y4	0,708	0,244	Valid
	Y5	0,744	0,244	Valid

Source: SPSS (2023)

Based on table 2, it can be seen that all question items were declared valid because the calculated r value > r table or significance value < 0.05 with a total of 65 respondents. So all variable question items have met the validity test and can be used as measuring tools in research.

Classic Assumption Test
Multicollinearity Test

The multicollinearity test is tested to see the Variance Inflation Factor (VIF) of each independent variable on the dependent variable. If VIF > 10 then multicollinearity does not occur (non-multicollinearity). These tests can be seen in the following table:

Table 3. Multicollinearity Test

Variabel	*Collinearity Statistics*		Information
	Tolerance	VIF	
Service Satisfaction	0,625	1,599	There are no symptoms of multicollinearity
Service Programs	0,563	1,775	There are no symptoms of multicollinearity
Service Benefits	0,876	1,141	There are no symptoms of multicollinearity

Source: SPSS (2023)

Based on the results of the multicollinearity test in table 3. above, it shows that all independent variables have a VIF < 10 and a tolerance value > 0.1, so it can be concluded that the independent variables are service satisfaction (X1), public services (X2), service usefulness (X3) no symptoms of multicollinearity occurred.

Normality Test

In the normality test, the One Sample Kolmogrov-Smirnov statistical test was carried out with a significant level of 5% (0.05). With the provisions of the Asymp value. Sig. (2 tailed) > 0.05, then the data can be declared normally distributed. The following are the results of the normality test using the Kolmogrov-Smirnov, namely:

Table 4. Normality Test

		Unstandardized Residual
N		65
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.50691204
Most Extreme Differences	Absolute	.076
	Positive	.053
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.200[c,d]

Source: SPSS (2023)

Based on table 4. above, it can be seen that Asymp. Sig. (2-tailed) = 0.200 > 0.05 with a total of 65 respondents. The research data can be stated to be normally distributed.

Heteroscedasticity Test

The method in this research uses the Glejser method test. By regressing the independent variable with the residual absolute value (e) where:

a. The significant probability value is <0.05, then symptoms of heteroscedasticity occur.
b. The probability value is significant > 0.05, then symptoms of heteroscedasticity occur.

Table 5. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.775	1.724		1.030	.307
	Service Satisfaction	.084	.093	.145	.904	.369
	Service Programs	-.077	.081	-.162	-.959	.341
	Service Benefits	-.022	.075	-.040	-.295	.769

Source: SPSS (2023)

Table 5. it can be concluded that the significant value of each variable (X1 = 0.369, X2 = 0.341, X3 = 0.769) > 0.05, so that the data shows no symptoms of heteroscedasticity because the ideal and good regression model can be fulfilled

Reseult Of Data Analysis

The results of multiple linear regression analysis can be seen in the following table:

Table 6. Results Of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.530	3.007		1.839	.071
	service satisfaction	.269	.163	.218	1.652	.104
	service programs	.166	.141	.164	1.180	.242
	service benefits	.465	.131	.393	3.537	.001

Source: SPSS (2023)

Based on the equation from the results of the multiple linear regression analysis above, namely:

$$Y= 5,530 + 0,269 X_1 + 0,166 X_2 + 0,465 X_3 + e$$

a. The positive constant (α) value is 5.530 which shows the positive influence of the independent variables service satisfaction, public services and service usefulness. If the independent variable influences or increases in one unit, then the community benefit variable will be fulfilled or increased.

b. The b1 coefficient is 0.269 for the service satisfaction variable which has a positive value, saying that if the X1 value increases by one, while the other independent variables are constant, then the Y value will also increase by 0.269.

c. The service program regression coefficient (X2) has a positive value of 0.166, if the value of X2 increases by one, while the other variables are constant, then the benefit of society also tends to increase by 0.166.

d. The service usefulness regression coefficient (X3) has a positive value of 0.465. If the value of X3 increases by one, while the other independent variables are constant, then Y will also increase by 0.465.

Hypothesis Test

With provisions, if the hypothesis is accepted or rejected, then the hypothesis testing will be carried out using the following tests:

a. If t count > t table then H0 is rejected and H1 is accepted, while if probability > 0.05 then H0 is accepted

b. If t count < t table then H0 is accepted and H1 is rejected, while if the probability < 0.05 then H0 is rejected.

T Test

In this study, a T table was used with a significant level of 0.05 and degrees of freedom (DK) N- 3, 65-3 = 62, so the t table value was 1.998. The partial test results in detail can be seen in the table below

Table 7. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.530	3.007		1.839	.071
	service satisfaction	.269	.163	.218	1.652	.104
	service programs	.166	.141	.164	1.180	.242
	service benefits	.465	.131	.393	3.537	.001

Source: SPSS (2023)

Based on table 7, the t test results above can be concluded as follows:

a. Service satisfaction, the calculation results obtained are t count 1.652 < t table 1.998, then H0 is accepted and H1 is rejected, because there is no positive and significant influence on the benefit of society. The magnitude of the influence of service satisfaction on community benefit is only 1.652 and is not significant, because the significance level is 0.104 > 0.05.

b. Service program, the results of the calculated t count are 1.180 < t table 1.998, then H0 is rejected and H1 is accepted, because there is no significant influence between public services on the benefit of society. The magnitude of the influence of public service programs on community benefit is only 1.180 and is not significant, because the significance level is 0.242 > 0.05.

c. Service usefulness, the results of the calculation obtained the t value for the service usefulness variable (X3) of 3.537 which is greater than t table 1.998 so that $t_{calculated}$ is greater than t_{table} (3.537 > 1.998) with a significant probability of 0.001 < 0.05. So Ha is accepted and H0 is rejected, because the benefit variable partially has a positive and significant effect on the benefit of society.

F Statistical Test (Simultaneous)

The F test (simultaneous) is carried out to determine the effect of the independent variables together on the dependent variable

Table 8. F Statistical Test Results (Simultaneous)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.424	3	24.808	10.413	.000b
	Residual	145.330	61	2.382		
	Total	219.754	64			

Source: SPSS (2023)

Based on table 8 above, it can be concluded that the calculated F value is 10,413 which is greater than the F table of 2,75 and a significant probability of 0,000 <0,05 so that H0 is rejected and H1 is accepted, then from each independent variable service satisfaction (X1), the program public services (X2), and service benefits (X3) simultaneously (together) have a positive and significant impact on the benefit of society in the quality of education

Coefficent Of Determination (R^2)

The coefficient of determination test (R^2) is used to show how much the independent variable explains the dependent variable.

Table 9. Results Of The Coefficent Of Determination (R^2)

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582a	.339	.306	1.54352

Source: SPSS (2023)

Based on the results of testing the coefficient of determination in table 9, it is stated that the coefficient of determination (R2) value was obtained at 0,339 (33,9%). It can be concluded that 33,9% of the variables of service satisfaction, public service programs and service benefits (independent variables) can be influenced by the dependent variable (community benefit). while the remaining 66,1% was influenced by other variables not examined in this research.

Discussion Of Research Results
The Influence Of Service Satisfaction On The Benefit Of Society

Based on table 6, it can be seen that service satisfaction has a calculated t value of 1.652 < t table 1.998. Based on the results of research conducted by researchers in the field, the influence of service satisfaction on community benefit is only around 1.652, where this relationship is still very weak or cannot have a significant influence on community benefit because the significance level is 0,104 > 0,05. The reason for the weak relationship between service satisfaction and community benefit is because the average PKH recipient participant has 3 children who qualify as recipients of PKH education assistance. However, the amount given by the government of Rp400.000 was not on time, whereas on average very poor families in Lubuk Kertang, West Brandan District have at most 40 elementary school students.

The fulfillment of a need will provide satisfaction, especially if the need is realized and desired. For example, when someone seeks knowledge, he will gain or feel the benefits of reason and satisfaction through that education. In contrast to satisfaction (utility) which is individualistic, maslahah is not only felt by individuals. Problems can be felt by other than consumers or can be felt by a group of people. If satisfaction in fulfilling basic needs (dharuriyyat/primary) is not met, it will threaten life or injustice and social inequality will arise while maintaining reason, soul, religion, ancestry and property, because the concept of maslahah is emphasized in all economic activities in a society that is guided by sharia law'syara' (Pusat Pengkajian dan Pengembangan Ekonomi, 2019).

The Influence Public Service Programs On The Benefit Of Society

Based on table 7, it can be seen that the public service program has a calculated t value of 1,180 which is smaller than the t table of 1,998. The comparison of the significant value with an error rate of 0,05 is 0,242 > 0,05. It can be concluded that the research carried out by researchers in the field is that there is a weak relationship or cannot have an influence between public services and the benefit of society at 1,180 with a significance level of 0,242 > 0,05.

The results of multiple linear regression analysis in table 6, it can be seen that public service programs have an influence of 0,166 on the benefit of society in terms of education quality. This is because if the public service program increases by one, it is predicted that there will be an increase in public benefit in the quality of education by 0,166 with the assumption that the independent variables that are not contained in the regression model are fixed. The conclusion is that if we look at the multiple linear regression analysis, the benefit of the community in Lubuk Kertang village, Brandan Barat subdistrict is influenced by public service programs.

The Influence Service Benefits On The Benefit Of Society

Based on table 7 it can be seen that the service benefit has a t count of 3,537 and is greater than the t table of 1,998. Comparison of the significant value with an error rate of 0,05 is 0,001 <0.05. From this value it can be concluded that the usefulness of the service has a positive influence on the benefit of society. The results of the multiple regression analysis in table 1, it can be seen that service usefulness has an influence of 0,465 on the benefit of society. This also means that if the benefit of the service increases by one, it is assumed that it will increase the benefit of society by 0,465 with the other independent variables from the regression model remaining constant. It can be concluded that social assistance is beneficial for recipients, but it is not optimal or the community is not satisfied with the benefits of the community in terms of the quality of education in Lubuk Kertang Village, West Brandan District, influenced by the usefulness of the service.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research that has been conducted regarding the analysis of the influence of the family hope program's social assistance on community benefit (quality of education) in Lubuk Kertang Village, West Brandan District, North Sumatra on the quality of education with a sample of 65 respondents. There are variables of service satisfaction, public service programs and service usefulness as independent variables for the benefit of society (quality of education) as the dependent variable. The conclusions from this study, namely:

a. The partial service satisfaction variable does not have a significant effect on community benefit in the quality of education in Lubuk Kertang Village, West Brandan District, North Sumatra.
b. The partial public service program variable does not have a significant effect on community benefit in the quality of education in Lubuk Kertang Village, West Brandan District, North Sumatra.
c. The service utility variable partially has a significant effect on community benefit in the quality of education in Lubuk Kertang Village, West Brandan District, North Sumatra.
d. The variables of service satisfaction, public service programs, service usefulness simultaneously have a positive (significant) effect on the benefit of the community in the quality of education in Lubuk Kertang Village, West Brandan District, North Sumatra.

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