

ABSTRAK

Simanjuntak Mariapul, Suryani (2025), *Pengaruh Kualitas Manajemen Terhadap Efektivitas Distribusi dan Responsivitas Layanan Bagi Masyarakat Penerima Bantuan Sosial Program Keluarga Harapan (PKH) Di Kabupaten Buleleng* Tesis, Magister Ilmu Manajemen, Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: kualitas manajemen, efektivitas distribusi, responsivitas layanan, program keluarga harapan (PKH), MANOVA

Program Keluarga Harapan (PKH) merupakan salah satu program bantuan sosial yang bertujuan meningkatkan kesejahteraan keluarga miskin melalui distribusi bantuan yang tepat sasaran dan layanan yang responsif. Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Manajemen Pelaksanaan Program PKH terhadap Efektivitas Distribusi Bantuan dan Responsivitas Layanan di Kabupaten Buleleng. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik analisis Multivariate Analysis of Variance (MANOVA). Data dikumpulkan dari 155 responden yang merupakan penerima manfaat Program PKH melalui metode purposive sampling. Hasil penelitian menunjukkan bahwa kualitas manajemen berpengaruh signifikan terhadap efektivitas distribusi bantuan dengan nilai F sebesar 53.040 dan signifikansi 0.000. Selain itu, kualitas manajemen juga berpengaruh signifikan terhadap responsivitas layanan dengan nilai F sebesar 32.751 dan signifikansi 0.000. Peningkatan kualitas manajemen terbukti mampu meningkatkan efektivitas distribusi bantuan dan responsivitas layanan secara signifikan. Temuan ini menegaskan bahwa aspek perencanaan, pengawasan, dan evaluasi dalam manajemen pelaksanaan program menjadi faktor kunci dalam keberhasilan distribusi bantuan dan peningkatan layanan. Rekomendasi strategis mencakup peningkatan kapasitas pendamping PKH, pemanfaatan teknologi informasi, serta penguatan koordinasi antara pihak terkait untuk memastikan pelaksanaan program yang lebih efektif dan responsif.

ABSTRACT

Simanjuntak Mariapul, Suryani (2025), *The Impact of Management Quality on the Effectiveness of Distribution and Service Responsiveness for the Beneficiaries of the Social Assistance Program Family Hope Program (PKH) in Buleleng Regency* Thesis, Master of Management Science, Postgraduate, Ganesha University Of Education.

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Keywords: management quality, aid distribution effectiveness, service responsiveness, family hope program (PKH), MANOVA

The Family Hope Program (PKH) is a social assistance program aimed at improving the welfare of poor families through accurate aid distribution and responsive services. This study aims to analyze the effect of Program Management Quality on the Effectiveness of Aid Distribution and Service Responsiveness in Buleleng Regency. The research adopts a quantitative approach using the Multivariate Analysis of Variance (MANOVA) method. Data were collected from 155 respondents, who are beneficiaries of the PKH program, using a purposive sampling technique. The results indicate that management quality significantly affects the effectiveness of aid distribution, with an F-value of 53.040 and a significance of 0.000. Furthermore, management quality significantly influences service responsiveness, with an F-value of 32.751 and a significance of 0.000. Improvement in management quality has been proven to significantly enhance both aid distribution effectiveness and service responsiveness. These findings highlight that planning, monitoring, and evaluation aspects of program management are critical factors in achieving successful aid delivery and service improvement. Strategic recommendations include enhancing the capacity of PKH facilitators, utilizing information technology, and strengthening coordination among relevant stakeholders to ensure more effective and responsive program implementation.