

ABSTRACT

Naja Silmi Saffanah, 2025. ***“The Influence of the Non-Cash Social Assistance Program on the Fulfillment of Basic Needs” (A Study on Beneficiary Families of Keluarga Harapan Program (PKH) in Kelurahan Margabakti, Cibeureum District, Tasikmalaya City).*** Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

The lack of understanding among PKH beneficiary families (KPM) in Margabakti Urban Village when it comes to prioritizing between needs and wants has made it difficult for them to manage household resources and achieve stable economic conditions. This study aims to determine the impact of the non-cash social assistance program on the fulfillment of basic needs in Margabakti, based on indicators of non-cash social assistance and basic needs. A quantitative method with simple linear regression analysis was used in this research. The sampling technique applied was random sampling, involving 45 PKH beneficiary families located in Margabakti, Cibeureum District, Tasikmalaya City. The instrument used was a questionnaire with a Likert scale rating, categorized as Strongly Agree (SA), Agree (A), Slightly Disagree (SD), Disagree (D), and Strongly Disagree (SD). The results show that the non-cash social assistance variable has a significant effect on the fulfillment of basic needs, with a contribution of 40.3% or an R-square of 0.403. Additionally, the correlation value is 0.635, indicating a moderate correlation between the Non-Cash Social Assistance Variable and the Fulfillment of Basic Needs Variable. Based on field data and actual findings, it can be concluded that the non-cash social assistance program improves access to basic food needs for low-income communities. Beneficiary families need to maintain the understanding they have gained and make wiser use of the assistance provided to ensure long-term fulfillment of basic needs.

Keywords: *Non-Cash Assistance, Basic Needs, Keluarga Harapan Program*