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# PROCEEDING

## **International Conference on Sustainable Agriculture and Natural Resources Management ICoSAaNRM 2017**

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## Analysis of The Prosperity Level and The Satisfaction Level of The Household Beneficiaries Target of Raskin Program

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### ABSTRACT

This research is to analyze the prosperity level and the satisfaction level of households beneficiaries target of Raskin Program. This research was conducted in in Desa Batu Malenggang, Kecamatan Hinai, Kabupaten Langkat. The level of household well-being measured is compared between the average household spending per capita of Rp/month with the Kabupaten Langkat poverty line with attributes (indicator) program that is analyzed is right on target, right amount, right price, right time, right quality and proper administration. This research uses descriptive statistical methods with Importance Performance Analysis (IPA) and the analysis of the Customer Satisfaction Index (CSI). The results showed that households who fall into the category of the poor as much as 39 households or 54.9% and as much as 32 households or 45.1% sign in the category are not poor. Based on Importance Performance Analysis (IPA) that analyze the level of satisfaction with the level of interest rate and the level of program implementation can then result is that is the most appropriate program attributes (94%) is "the right price: payment of the Ransom Price Raskin is Rp1,600/kg", and most attribute the low level of conformity/inappropriate (22%) is "the right amount: the amount of rice 15kg/month for 12 months". Based on Customer Satisfaction Index (CSI) that determines the overall level of customer satisfaction by considering the importance of indicators or attributes of quality services and products in the index values of the Raskin Program obtained 55% that shows you the entire program attributes Raskin entered in the category of "quite satisfied".

**Key words:** *well-being, Contentment, Raskin Program*

### Introduction

Food needs primarily rice is the most important priority for the entire community of Indonesia. The high price of good-quality rice premium, as well as the current medium make a society that belongs to the poor have trouble, plus there are still many other requirements that must be met in addition to food needs. The problem of poverty and the food crisis is indeed is not new to Indonesia. Even the Government has made a policy since 1998 to address this problem by providing food subsidies for the public through "a special market operations " which to this day is known as "Raskin Program" (Bafita, 2013).

Raskin Program (rice-poor) is food subsidies as Government efforts to increase food security and provide protection in low-income or poor families through the distribution of rice are expected to reach out to poor families. To ensure the effectiveness of channeling Raskin, then Government Public State Logistics Company (Bulog) as the agency or entity responsible for distributing Raskin. The goal is helped and enabled the access level of a poor family in rice desa/kelurahan with local subsidized price so that it can help improve food security of poor families (Rini et al, 2011).

In practice for 16 (sixteen) years, the Government has taken a wide range of policies to make adjustments against the growing conditions, such as adjustment of the number of Households target, duration, number of allocations distribution of rice for every household targets (quantum Raskin) and adjustment of the purchase price at the point of Distribution of Raskin Rp 1,000 to Rp 1,600 kg/kg. For the year 2012 – 2015 Target Households Raskin Beneficiaries are entitled to buy Raskin 15 kg per household Target per month with a purchase price of Rp 1,600/kg at the point of distribution (Kemenko Kesra, 2015).

Phenomenon that occurs from the distribution point to target households averaged – averaged have the kind of problems that are relatively the same in the whole area in North Sumatra from year to year. Research on the implementation, evaluation and program effectiveness Raskin in general shows that problems flagged by Raskin Program lack of socialization and the transparency of the program not exactly the target receiver, price, quantity, and frequency of reception of rice; the high cost program management; the slowness of channeling Raskin every period features yet its optimal implementation of monitoring and evaluation and the less the functioning mechanisms of complaint. It is a lot of underlying the community recipient which Raskin Program assumes that the distribution program is less effective (Balitbang Sumut, 2011).

Kabupaten Langkat in channeling Raskin also experienced various problems the same as happens in other areas as it has been presented by Kepala Dinas Pertanian in Kabupaten Langkat "Socialization and Evaluation Raskin 2013": First, on the wrong target. Raskin Program necessarily transmitted or sold to poor families turned out many also fell on other groups of people (the family peace). The target of wrong caused by the field officer thus handing out coupons Raskin on close family friends or relatives. Second, the amount of rice that is shared is often not in accordance with what has been added. Many households targeted several villages guaranteed under 15 kg/month. Third, regarding the quality of the rice. Although the Government guarantee Raskin-good quality, but many complained of rice handed out musty, smelly, dirty and a lot of ticks. These qualities are recognized by Bulog because storage management. Fourth, a price that does not match i.e. Rp 1,600/kg. The rising of prices which must be redeemed Raskin citizens caused by the reasons often presented the officers to address the unavailability of funds for transportation (distribution of rice or transport costs), the procurement of plastic bags, and others. As a result, this fee is charged to citizens, so it's no wonder if the starting price is different to the price in the field. Fifth, debt deposit payment. Due to the results of the sale of Raskin which are not deposited to the Bulog, Bulog does not want to disburse more rations Raskin before debt repaid. It is certainly very detrimental Raskin beneficiaries, because they buy in cash, while the Affairs of remittance money purchase is unknown. Arrears was allegedly due to abuse of authority committed persons certain persons ranging from the Head of Dusun, the Head of Desa and the Head of Kecamatan, by not depositing money timely Raskin (Kabupaten Langkat, 2014).

The Government has sought remedy the concept and execution Raskin Program. On the Raskin Program, successful implementation is measured based on the level of the achievement indicators 6T: right on target, right amount, right price, right time, right quality and the right Administration (Kemenko Kesra, 2015). The Government should work for the interests of the public so that the target and the size of its success can be realized for the welfare, prosperity, justice, and harmony of the people. Knowledge of the level of satisfaction of a program will be a reference for stakeholders to evaluate the level of satisfaction of the target and do a performance improvement for the sake of the effectiveness of this program until the years to come.

This research needs to be done to find out more in depth how implementation Raskin Program is related to the level of prosperity and the level of satisfaction of households are the target Beneficiaries Raskin Program. The level of satisfaction of households assessed target of performance comparison Raskin over this with their expectations to Raskin. The research is expected to provide information against of implementation Raskin Program in order to formulate a strategy improvement of implementation Raskin Program.

### Research Methods

This research used case study method, namely by looking directly into the field, so that it was able to explain in detail about a particular object during a time where the phenomena that occur in one area is not necessarily the same as the other areas.

The determination of the location of the research done deliberately that is in Desa Batu Malenggang, Kecamatan Hinai, Kabupaten Langkat with consideration that Kabupaten Langkat was the recipient of the largest Raskin launched in North Sumatra by 2015. (Bulog Subdivre of North Sumatra, 2015).

The reason selected Kecamatan Hinai because it is an area that gets launched Raskin in Kabupaten Langkat, namely in the amount of 72,285 kg/month that channeled the 13 villages (BPS Langkat, 2015).

Table 1. The number of Households Beneficiaries Target of Raskin per Desa/Kelurahan in Kecamatan Hinai, 2015

No	Villages	Households Are The Target Beneficiaries Raskin
1	Perkebunan Tanjung Beringin	120
2	Sukajadi	257
3	Baru Pasar 8	269
4	Paya Rengas	385
5	Hinai Kanan	425
6	Suka Damai	344
7	Kebun Lada	364
8	Tanjung Mulia	447
9	Muka Paya	531
10	Cempa	546
<b>11</b>	<b>Batu Malenggang</b>	<b>710</b>
12	Tamaran	75
13	Suka Damai Timur	346
	<b>Jumlah</b>	<b>4819</b>

Source: BPS Langkat, 2015

From Table 1, it can be seen that the Desa Batu Malenggang is the village with the RTS-PM Raskin biggest in Hinai i.e. amounting to 710 KK. Therefore, the location of the research conducted in Desa Batu Malenggang, Kabupaten Langkat, Kecamatan Hinai.

The sample in this research is the head of the household (HH) or the target recipient Households Raskin who have registered with the Desa Batu Malenggang, Kabupaten Langkat Kecamatan Hinai.

Sample used in this study is a Random Sampling Method, which members of the population sample is done at random without regard to existing strata in that population. Sampling for the study, when the subject is less than 100 people then better taken everything and if the subject is greater than 100 people then it can be taken up to 10%-15% or 20%-25% (Arikunto, 2010). Members of the population/number of the head of the family (KK) recipient of the Raskin in Desa Batu Malenggang, Kabupaten Langkat, Kecamatan Hinai was 710 KK. The population was taken from members of the 10% of the population so that the number of sample is  $10\% \times 710 = 71$  KK or respondents.

Data consists of primary and secondary data. Primary data are obtained from the results of the interview directly to the target recipient household respondents Raskin through questionnaire (questionnaire) that had been prepared. While secondary data obtained from institutions or related institutions related to research.

Method of data analysis used for the analysis of the social and economic characteristics of households are the target beneficiaries of the Raskin Program were analyzed using descriptive statistics.

Level of well-being Raskin measured using approaches the average household spending per capita/month compared to Kabupaten Langkat poverty line by 2014 is Rp. 294,175 per capita/month. (BPS Langkat, 2015). If the average expenditure per capita/month less than the value of the poverty line then a household is said to be poor and vice versa.

Analyze the level of satisfaction of respondents with assessing the level of interest and level of program implementation used method of Importance-Performance Analysis (IPA), and to determine the level of customer satisfaction as a whole taking into account the importance of indicators or attributes the quality of services and products used Customer Satisfaction Index (CSI). Attributes-the attributes (indicators) of satisfaction to be analyzed include:

1. Right on target; Raskin recipients is the household belongs to the poor/low-income who are registered in the list of Beneficiaries and given the identity (Raskin Card).
2. The Right Amount; the suitability of the amount accepted is 15 Raskin kg/RTS-PM/month for 12 months.
3. Right price; the suitability of the payment of the price of Ransom Raskin (HTR) is Rp 1,600/kg for emphasis.
4. Timely; timeliness of distribution of target households to Raskin regularly every month according to plan of distribution.
5. Proper Quality; the suitability of the conditions of the rice that is the quality of the medium (whole rice, broken rice, small portions of the white color and smooth), worthy of consumption and no pests, in accordance with the quality standard of Government purchases. Appropriate quality can be outlined:
  - 5a. The shape of rice
  - 5b. The color of rice
  - 5c. Fragrant rice
  - 5d. Hygiene of rice

6. Appropriate Administration; satisfy the requirements of the Administration correctly and on time. Proper administration can be outlined:
  - 6a. The initial recipient Logging Raskin
  - 6b. Re-enrollment Raskin recipients
  - 6c. Administrative Division of Raskin

Method of Importance Performance Analysis (IPA) can be analyzed with the following stages: The calculation of the level of conformity (TKI) between the performance levels of the program and expectations of the respondents against the attributes of the program (Supranto, j. 2011) can be tested with:  $Tki = \frac{Xi}{Yi} \times 100\%$

Description:

- TKI = conformity Level respondents
- Xi = score performance assessment program
- Yi = score assessment of the interests of the respondents

Assessment criteria the percentage levels for compliance are:

- Very Fit = 100 – 81%
- Match = 80 – 61%
- Fit = 60 – 41%
- Less Fit = 40 – 21%
- Does not match = 20 – 1%

The calculation of the average performance  $\bar{X}$  and hope  $\bar{Y}$  entire respondents analyzed with formulas:

$$\bar{X} = \frac{\sum Xi}{n} \text{ dan } \bar{Y} = \frac{\sum Yi}{n}$$

Description:

- $\bar{X}$  = average score the performance level of the respondents attribute to on-i
- $\bar{Y}$  = average score importance respondents attribute to on-i
- n = number of responden

Next results average score performance level and the average rate of interest will be described in a Cartesian diagram composed of 4 quadrants bounded by two perpendicular intersect lines



Figure 1. Matrix Of Importance Performance Analysis (IPA)



Measurement methods against the Customer Satisfaction Index (CSI) is necessary because the results of the measurements can be used as a reference to determine the targets in the coming years (Irawan, h. 2002). Customer satisfaction index (CSI) can be calculated with the following stages:

1. Keeping score (S), i.e. the value of the multiplication between the average value of the level of interest/expectations of each attribute ( $\bar{Y}$ ) with an average value of performance levels of each attribute ( $\bar{X}$ ).
2. Calculate the Total Score (TS), that sums up the entire value of the score (S) of each attribute.
3. Calculate the total ( $\bar{Y}$ ), that sums up the whole value ( $\bar{Y}$ ) of each attribute.
4. Calculate the value of  $5\bar{Y}$  i.e., multiplication between a total value ( $\bar{Y}$ ) with the maximum scale (maximum scale in research is 5).
5. Calculating satisfaction index, i.e. the value of the Total Score (TS) divided the value of  $5\bar{Y}$  then multiplied by 100%. Satisfaction rate percentage criteria, namely:
  - 81 – 100% = extremely satisfied
  - 80 – 61% = Satisfied
  - 60 – 41% = quite satisfied
  - 40 – 21% = less Satisfied
  - 20 – 1% = not satisfied

## Result And Discussion

### Social characteristics of household beneficiaristarget of raskin

The characteristics of the members of the family based on research derived from 71 Families showed that 37 family respondents belonging to the category of family are (5-6 persons) amounted to 52.1%, or who entered the category of large families ( $\geq 7$  people) only 11 families or 15.5% and small family category ( $\leq 4$  people) of 23 families or 32.4%.

Big school-aged family member based on the research of the Family Head or 71 respondents is as much as 50 households or 70.4% household sample has members who are still schooling between 0-2 Member while between 3-4 members of as many as 21 or of 29.6% household sample.

The characteristics of the aged head of the family (husband and wife) based on the results of research that the age of head of household/family of husband and wife are on most categories of adult medium (30-49), i.e. by 50 and 59 people or about 74.6% and 83.1%. End of the age of majority for husband and wife as much as 13 and 10 people or 19.4% and 14.1%. While the age of husband and wife for the young adult and elderly as many IE 2 and 4 people or about 3.0% and 1.4%.

The level of education is the head of the family (husband and wife) households are the Target Beneficiaries Raskin based on research results that the level of education of the household head husband and wife are at most high school level/CMS that is same as many as 26 people or about 38.8% and 36.6%. The level of education of the husband and wife who at least is the same i.e. scholars as much as 2 people or 3.0% and 2.8%. As for the school not as much (husband and wife) 4 and 2 or 6 and 2.8%. Elementary level

(husband and wife), namely 10 and 18 people or 25.4% and 14.9%. Junior level (husband and wife) as many as 25 and 23 people or 37.3% and 32.4%.

Based on the results of research to the characteristics of the type of work a head of family (husband and wife) from the 71 respondents that all husbands work (pension calculated work due to have income) and husband work as most traders/entrepreneurs that is as much as 24 people or 35.8%, as a truck driver/minibus/rickshaws as many as 16 people or 23.9% and the rest are working on other types of work as laborers (16.4%) 11 private employees and farmers, i.e. same only 7 men (10.4%), as teachers honor and a pension that is equal to only 1 person (1.5%).

Wife at most only as housewife/does not work i.e. as many as 44 people or 62.0%, there is also as a trader/self employed 14 people (19.7%), laborers washing 10 people (14.1%) and honorary teacher/2 people (2.8%) to help supplement the family income. The wife of a retired status only 1 person (1.4%).

### **Economic Characteristics Of Household Beneficiaries Target of Raskin**

The results showed that the largest percentage of income from the household sample i.e. 69.0% i.e. ranges between Rp 1,000,001 – Rp 2 million, whereas high income above Rp 3 million only 2.8%. The percentage of income the largest per-capita/month from 49.3% sample of households ranged from Rp 300,001 – Rp 500,000, the rest of 43.7% have an income per capita that is low i.e. Rp 100,000 – Rp 300,000 and only 7.0% have an income/capita is high i.e. above Rp 500,000/month.

Sample household expenditure based research indicates that the percentage of spending on the largest sample of households i.e. 78.9% i.e. ranges between Rp 1,000,001 – Rp 2 million, whereas expenditure above Rp 2 million only 8.4%. Percentage of expenditure per capita/month from household sample that is as much as 39 households or 54.9% are below the poverty line of Kabupaten Langkat 2014 (USD 294,175), and of 32 households (45.1%) which has a per-capita expenditure/month above the poverty line of Kabupaten Langkat 2014.

### **The Level Of Well-being Household Neneficiaries Target of Raskin**

Comparison of expenditure per capita household sample by the poverty line the Langkat Regency can describe the level of well-being of a household. A household is said to be prosperous, if poor/no perkapitanya spending above the poverty line as well as vice versa.

Table 2. Sample Household Welfare levels based on a comparison of the expenditure/capita With poverty line Kabupaten Langkat, 2016

No	Description	N	%	Level Of Well-being
1	Spending/capita/month $\leq$ Rp294.175	39	54,9	Poor
2	Spending/capita/month $>$ Rp 294.175	32	45,1	No Poor
<b>Total</b>		<b>71</b>	<b>100</b>	

Based on the above table it can be seen that there are more than half the households sample (54.9%) enters the category of the poor, and the rest of 45.1% enter

categories already prosperous. This condition shows that more than half of the sample households are not yet able to meet the basic needs of her family either food or non food and deserves the benefit of the Raskin.

### Level Of Satisfaction Of Households Beneficiaries Target of Raskin

#### A. Importance Performance Analysis (IPA)

The results of the analysis of the importance and implementation Program attributes Raskin for Households Beneficiaries Target of Raskin can be seen in the table below.

Table 3. The results of the weighted average and performance assessment of and expectations towards the attribute Raskin Program

No	Attribute	Weights Performance	$\bar{X}$	Weight of expectations	$\bar{Y}$	Level Of Conformance	Ket
1	Right on target	158	2,23	319	4,49	50 %	Enough
2	The exact number of	75	1,06	338	4,76	22 %	Less
3	Right price	286	4,03	306	4,31	94 %	Very
4	timely	282	3,97	305	4,29	93 %	Very
5	Right quality	191	2,69	313	4,41	61 %	Accordi ng
5a	Rice shape	209	2,94	296	4,17	71 %	Accordi ng
5b	The color of rice	210	2,96	286	4,03	73 %	Accordi ng
5c	Fragrant rice	205	2,89	292	4,11	70 %	Accordi ng
5d	The cleanliness of the rice	161	2,27	327	4,61	51 %	Enough
6	Proper administration	219	3,08	280	3,94	78 %	Accordi ng
6a	Raskin recipients early logging	164	2,31	287	4,04	57 %	Enough
6b	Re-enrollment Raskin recipients	101	1,42	292	4,11	35 %	Less
6c	Administrative divisions of Raskin	271	3,82	291	4,09	93 %	Very
<b>Average</b>			<b>2,74</b>		<b>4,26</b>		

Based on the results of the analysis in table 3, it can be noted that the most appropriate program attributes (94%) between the performance and the expectation is "proper price": the payment of the purchase price is \$1,600 Raskin/kg, this means the rice price to Rp 1,600/kg set by the Government has been very appropriate/proper corporate governance (performance) with the reality of the situation (point to) while channeling Raskin to the Households of the target Beneficiaries. The lowest level of attributes it matches/inappropriate (22%) of performance and expectation was the "right amount": the amount of rice 15kg/month for 12 months, this is because that turned out to be a poor program in the Household to share the target Beneficiaries of the village only 5 kg of Desa Batu Malenggang/month the amount is so far from the Government Ordinance 15kg//month.

The value of "X" and "Y" from attributes exist on table 3 and then inserted into the matrix diagram of importance performance analysis. As for the result as follows:

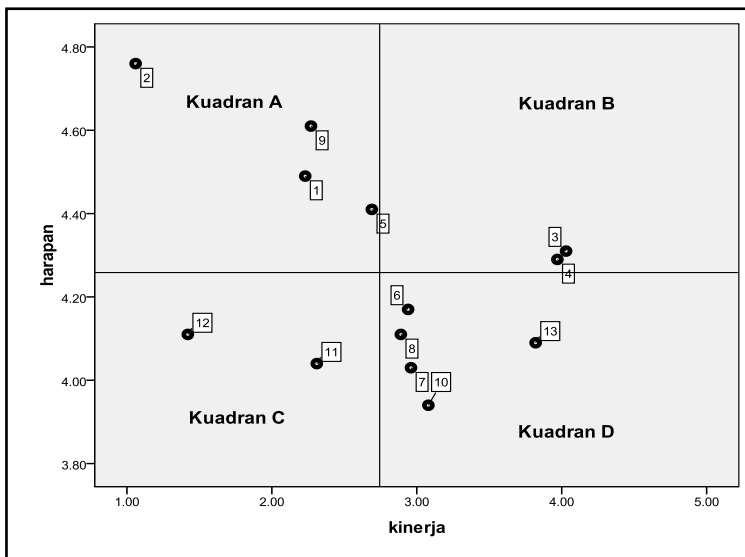


Figure 3. The Results Matrix Of Importance Performance Analysis (IPA)

- Description:
- |                         |  |
|-------------------------|--|
| 1) right on target      | 8) Fragrant rice                         |
| 2) the exact number of  | 9) cleanliness of rice                   |
| 3) exactly the price of | 10) Proper administration                |
| 4) timely               | 11) Logging the initial recipient Raskin |

As for the explanation of the matrix science are as follows:

1. Quadrant A (priority) where attributes are considered very important by the respondents, but the management of the implementation of the program has not been according to the wishes of respondents, so respondents were not satisfied. Attributes- the attributes that are included in this quadrant is right on target, right amount, the right quality and cleanliness of the rice. In practice, the four attributes are still far from the expectations of the respondents. Discontent against the attributes right on target because according to respondents of Raskin Program recipients in Desa Batu Malenggang not only listed on the list of beneficiaries and have 2 cards Raskin, but

the head of the family who are not registered and do not have the card was also given rations Raskin this means families who entered the Middle up also get a ration of Raskin. Discontent against the attributes exactly the amount due of rice that are only 5 kg in one month is very incompatible with the rations set 15kg/month this is because families are not recorded as recipient Raskin was also given a ration of course cause ration Raskin to the Household Beneficiaries Target are registered into a little/reduced. The attributes exactly the quality and hygiene of rice as part of a proper quality of attributes is considered too far from the expectations of the respondents. The intended quality is medium quality rice broke-the outbreak only a small part, the color white is worthy of consumption and not pests. According to the respondents, the rice is being shared is often incompatible with the quality of the medium, the rice quality under the medium often divided; cracked, color yellow, musty and gross. Indeed they sometimes also get the quality of the medium (fits), sometimes also got rice which forms the white color is intact, it's just dirty a lot of stone and fleas. Many of the respondents who think the price is very cheap, because it is certainly not a Government might give you a nice premium rice, sticky, white, clean and fragrant. But households are the target Beneficiaries are certainly very expect rice Raskin shared really quality medium/accordingly, because a dirty rice is difficult to clean up/cooked.

2. The B Quadrant (preserve achievements) where attributes are considered very important and the management has been successfully implementing it/is in compliance, it retained mandatory in order for respondents to be very satisfied. The attributes that are included in this quadrant is the right price and on time. The attributes exactly on time and price are considered in accordance with expectations. The price paid by consumers at the point of for is \$1,600/Rp 8,000/kg or 5 kg it is already in compliance with the price set by the Government. Time channeling Raskin to the RTS is done once a month, although the late but rations will double next month in this is not a problem for them.
3. Quadrant C (low priority) where attributes are considered less important influence for respondents, and implementation regular course. Attributes-the attributes that are included in this quadrant is the initial recipient logging Raskin recipients and re-enrollment, this attribute is part of the proper administration of the attribute. Logging at the beginning is enough right on target but it turns out that almost all households in Desa Batu Malenggang were given rations Raskin, the graded respondent logging into things that don't mean (in vain) given rations Raskin was given equally to all households. Registration supposed to do every year is to be more on target, but in the villages there has never been a recipient of re-enrollment Raskin was also about socialization, there has never been in the village. The respondents consider that the re-registration is of no use if it is held because of the same, Raskin also fixed rations will be given equitable to all residents of the village.
4. Quadrant D (excessive) i.e., attributes are considered less important, but excessive of implement, considered less important but unsatisfactory. Attributes-the attributes that you enter in this form is excessive rice, color of rice, fragrant rice, proper administration and Administration Division of Raskin. Shape, color and fragrance of rice as part of the right quality is considered less important because the name rice subsidy then the quality is like that, it doesn't matter to them as long as it is clean and still be consumed. The attributes exactly administration and Administration Division Raskin is considered appropriate because the process is already channeling is always smooth and the clerk never undermines the administration process to Households Beneficiaries Target.

### B. Costumer Satisfaction Index (CSI)

The results of calculation of satisfaction of respondents as Household Beneficiaries Target of Raskin Program attributes against overall can be seen in the following table:

Table 4. The results of the calculation of the Score, average of performance assessment and attribute expectations towards Raskin Program

N o	Atribute	$\bar{Y}$	$\bar{X}$	Skor
1	Right on target	4,49	2,23	10,01
2	The exact number of	4,76	1,06	5,01
3	Right price	4,31	4,03	17,37
4	timely	4,29	3,97	17,07
5	Right quality	4,41	2,69	11,86
5a	Rice shape	4,17	2,94	12,26
5b	The color of rice	4,03	2,96	11,93
5c	Fragrant rice	4,11	2,89	11,88
5d	The cleanliness of the rice	4,61	2,27	10,46
6	Proper administration	3,94	3,08	12,14
6a	Raskin recipients early logging	4,04	2,31	9,33
6b	Re-enrollment Raskin recipients	4,11	1,42	5,84
6c	Administrative divisions of Raskin	4,09	3,82	15,62
Total		55,36	35,67	150,78

Source: Primary Data Processed

Then, the test can be done with CSI analysis formulas are:

$$\begin{aligned} \text{CSI} &= \frac{\text{Total S}}{(\text{Skala Max}).(\text{Total } \bar{Y})} \times 100\% \\ &= \frac{150,78}{(5).(55,36)} \times 100\% \\ &= 55\% \text{ (quite satisfied)} \end{aligned}$$

By getting results, that the respondent's satisfaction index of Household Beneficiaries Target thoroughly against the entire attribute i.e. 55% of the Raskin Program and be on the criteria of "reasonably satisfied". This is because the value of the CSI to be among the range of 60%-41%.

The CSI position is strung on each quite satisfied overall respondents showed that already felt quite satisfied with the implementation of the program organized by the Government of Desa Batu Malenggang. Therefore, the implementation of the overall

performance has not been good because not enough/meet the expectations of the Households Beneficiaries Target, then the Government is required to immediately improve the performance of the implementation of Raskin Program can run better/right again

### Conclusions

1. The sample Of 71 households in Desa Batu Malenggang, a household-level entry category poor kesejahteraannya as many as 39 households/families or 54.9% and as much as 32 households or 45.1% sign in the category are not poor.
2. the most suitable program Attributes (94%) between the performance and the expectation is "right price: payment of the purchase price is \$1,600 Raskin/kg", and most attribute the low level of conformity/inappropriate (22%) of performance and expectation was the "right amount: the amount of rice 15kg/month for 12 months".
3. Level of satisfaction of respondents Target Households Raskin Beneficiaries thoroughly against the entire attributes Raskin Program i.e. 55% of (quite satisfied).

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