

ABSTRACT

This study aims to analyze the influence of Social Assistance Programs (PKH and BPNT) on the welfare of impoverished households in Tarakan City. Given the region's high cost of living, evaluating the effectiveness of these social aid initiatives is particularly crucial. This research employed a quantitative approach, utilizing survey data from 100 beneficiaries selected through a random sampling technique. Primary data was collected via a Likert scale questionnaire and analyzed using simple linear regression. The research instrument was validated for both validity and reliability.

The findings reveal that the Social Assistance Program accounts for only 13.3% of the variance in the welfare of impoverished households in Tarakan ($R^2 = 0.133$), while the remaining 86.7% is explained by factors outside this research model. Within this limited scope, the relationship is positively and statistically significant, as evidenced by a t -value of 3.872 (greater than the t -table value of 1.984, significance level <0.001), with the overall regression model confirmed statistically sound by an F -value of 14.993. These findings imply that while social assistance serves as a vital safety net for meeting basic needs, its effectiveness in fostering sustainable welfare improvements requires integration with comprehensive policies, such as economic empowerment programs and enhanced access to employment opportunities.

Keywords: Social Assistance, Household Welfare, PKH, BPNT, Poverty, Tarakan City

