

ABSTRACT

Consumption is important for humans' life continuity where almost every activity carried out is oriented towards consumption activities. However, in the condition of the poor, consumption is quite difficult to do, one of the reasons is because of limited income. The government has an obligation to support the consumption of the poor by intervening which one of the government's interventions is to provide assistance to the poor so they can consume, for example Family Hope Program (PKH) it shows that there is one new input that affect consumption. This study aims to analyze how the effect of the Family Hope Program (PKH) is based on its purpose, which are to reduce consumption expenditure on education and health as non-food consumption and as well as on food consumption expenditure, those on primary food source, and vegetables and fruit consumption expenditure with other factors of Beneficiary Families (KPM) of PKH in Karangpucung Village, Karangpucung District, Cilacap Regency.

The research method used in this study is multiple linear regression with Ordinary Least Square (OLS). This study uses primary data with 4 dependent variables, namely primary food source consumption expenditure, vegetable and fruit consumption expenditure, education consumption expenditure, and health consumption expenditures of Beneficiary Families (KPM) of Family Hope Program (PKH) and 9 independent variables those Family Hope Program (PKH), total income, number of family members, total savings, education head of family, working hours of head of family, age of head of family, other social welfare assistance, type of occupation of head of family.

The results showed that the Family Hope Program (PKH) variable had a significant effect on vegetable and fruit and health consumption expenditure. The total income variable had a significant effect on consumption expenditure on primary food source, vegetables and fruit, and education. The number of family member and age of head of family variables have a significant effect on primary food source consumption expenditure. Other social welfare assistance variable have a significant effect on education consumption expenditure. While the other variables such as total savings, education of head of family, working hours of head of family, type of occupation of the head family have no significant effect on any of primary food source, vegetables and fruit, education, and health consumption expenditure of Family Hope Program (PKH) beneficiary families in Karangpucung Village.

Keywords: Consumption Pattern, Family Hope Program (PKH), PKH's Beneficiary Families.