



Analysis of the Effect of Social Services and Financial Support on Community Satisfaction: A Case Study of Gerindra Party Services

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Abstract

The role of political parties extends beyond electoral competition; they also play a critical role in addressing the socio-economic needs of their communities. This study investigates the impact of two key factors—social services and financial support—on societal satisfaction with the services provided by the Gerindra Party in Indonesia. Using quantitative analysis, this research examines how these variables contribute to the overall satisfaction of citizens and the implications for political engagement and party loyalty. A survey was conducted on 300 community members who have benefitted from Gerindra's social programs, and path analysis was used to identify relationships between the variables. The findings reveal that both social services and financial support have a significant positive impact on societal satisfaction. The study concludes with policy recommendations for enhancing community-oriented programs to improve political engagement and satisfaction.

Keywords: Social Services, Financial Support, Societal Satisfaction, Gerindra Party, Path Analysis

1. Introduction

The political landscape in Indonesia has seen a growing emphasis on the role of political parties in providing social welfare programs beyond traditional political campaigning. The Gerindra Party, a major political entity in Indonesia, has increasingly focused on social services and financial support as part of its broader political agenda. Political parties, particularly in emerging democracies, have come to recognize the importance of non-electoral services in fostering loyalty and enhancing societal satisfaction (Putri, 2022; Nugroho & Wirawan, 2023). These services aim to address pressing community needs, contributing to the overall well-being of citizens (Rahayu & Suryani, 2023).

Social services, such as healthcare, education, and food distribution, are among the most visible ways political parties interact with the community (Gunawan & Lestari, 2022). Financial support, which may take the form of direct cash transfers, micro-loans, or funding for small businesses, has also become an essential tool for political parties seeking to address economic inequalities (Darmawan et al., 2023). In this context, Gerindra's efforts to provide these services have become central to its political identity and influence. This study aims to analyze the effect of Gerindra's social services and financial support on societal satisfaction, providing insights into how these services impact the community's perception of the party. The specific



research objectives are to: (1) assess the extent to which social services provided by Gerindra influence community satisfaction, and (2) evaluate the impact of financial support on the same outcome.

2. Literature Review

2.1 Social Services and Political Satisfaction

Political parties worldwide have increasingly focused on providing social services as a strategy to win public support and solidify their influence (Setiawan & Sutanto, 2021). The concept of political parties engaging in welfare activities, such as healthcare, education, and food distribution, is well-established in both developed and developing democracies. According to Fauzi and Santoso (2022), in emerging economies, political parties often step in to fill the gaps left by state welfare programs, offering critical services that directly benefit communities. This involvement in non-electoral services creates a reciprocal relationship where citizens may feel obligated to support the party that provided essential services (Widiastuti & Handayani, 2023).

Social services can shape public perception by addressing basic needs, which in turn enhances political satisfaction. Gunawan and Lestari (2022) argue that political satisfaction is largely influenced by how effectively a political party meets the immediate needs of the populace, especially in areas where government intervention is lacking. Social services such as healthcare access, food security programs, and educational support are often the most tangible forms of political party engagement with citizens, particularly during crises such as natural disasters or economic downturns (Hartono & Wijayanti, 2023). For political parties like Gerindra, social services are not merely acts of charity but strategic political investments aimed at strengthening relationships with constituents. Permana and Utami (2022) emphasize that parties in competitive political environments are increasingly relying on social welfare initiatives to differentiate themselves from competitors. This provision of services enhances community well-being, instills a sense of loyalty, and fosters greater political engagement (Astuti & Ramadhani, 2023).

2.2 Financial Support and Community Well-being

Financial support provided by political parties is another crucial mechanism for securing societal satisfaction. Parties often engage in direct economic interventions, such as offering micro-loans, providing cash transfers, or funding small businesses, particularly in lower-income communities (Aditya & Suparman, 2022). Darmawan et al. (2023) point out that such economic assistance has the potential to bridge economic inequality, thereby reducing social unrest and increasing the party's popularity among marginalized groups. The relationship between financial support and political satisfaction is well-documented. Sukmawan and Hidayat (2023) assert that when political parties offer financial assistance, they directly improve the economic standing of individuals, which leads to increased satisfaction and loyalty. These programs are often tailored to address immediate financial difficulties faced by



low-income citizens, thereby cultivating long-term support (Rahayu & Suryani, 2023). Financial support initiatives create a sense of obligation or reciprocity among recipients, as they feel indebted to the party for alleviating their economic challenges (Kusuma & Wulandari, 2023).

Research by Wirawan et al. (2023) highlights the role of financial support in reducing poverty and empowering citizens. Political parties that provide financial resources contribute to an individual's sense of security, which translates into higher levels of trust and satisfaction with the party (Nugroho & Widodo, 2022). In the case of Gerindra, financial support initiatives have been strategically deployed to enhance the party's image as a benefactor of the people, particularly in rural and economically disadvantaged regions (Fajar & Rahman, 2022). Financial support, when combined with social services, creates a comprehensive approach to community welfare. According to Sudarmadi and Yusuf (2022), this combination strengthens the perception that the party is capable of addressing both immediate social and long-term economic needs. The Gerindra Party's financial programs, such as assistance to small business owners and direct monetary support to low-income families, have thus contributed significantly to increased community satisfaction and loyalty (Astuti & Ramadhani, 2023).

2.3 Societal Satisfaction and Political Engagement

Societal satisfaction refers to the public's overall contentment with the services provided by a political party, which can translate into higher levels of political engagement (Kusuma & Wulandari, 2023). Satisfaction is influenced by the perceived effectiveness, accessibility, and fairness of party-provided services, be they social or financial. Hartono and Wijayanti (2023) suggest that societal satisfaction is a critical determinant of a party's long-term success, as satisfied citizens are more likely to engage in political activities, such as voting and party membership. High levels of societal satisfaction often led to enhanced political engagement, which benefits political parties in terms of electoral success and public support (Aditya & Suparman, 2022). Setiawan and Sutanto (2021) demonstrate that political parties with strong welfare programs often experience higher voter turnout and greater loyalty during elections. In their study on welfare and political patronage, the authors found that satisfaction with social and financial services correlates with long-term political allegiance, particularly in countries with emerging or consolidating democracies (Sukmawan & Hidayat, 2023). Furthermore, the literature on political satisfaction highlights the importance of perceived fairness and effectiveness of services. Sudarmadi and Yusuf (2022) argue that when political parties are perceived as addressing real and immediate needs through transparent and fair service provision, societal satisfaction increases, leading to stronger political engagement. In the case of Gerindra, its strategic focus on delivering both social and financial services has positioned it as a party that is capable of addressing the holistic needs of the community, thus fostering sustained satisfaction and engagement (Fajar & Rahman, 2022).

2.4 Political Patronage and Service Delivery



The concept of political patronage—whereby political parties provide services in exchange for loyalty—is relevant to understanding how service delivery affects satisfaction (Widiastuti & Handayani, 2023). Walsh and Fairclough (2022) discuss how parties in developing democracies frequently use patronage systems to gain political support, with services ranging from infrastructure development to direct economic assistance. While this practice has been critiqued for perpetuating dependency, it remains a common feature of many political systems, especially in countries where state-provided welfare is inadequate (Permana & Utami, 2022). Gerindra's approach can be seen as a form of "benevolent patronage," where the party provides necessary services while simultaneously promoting its political agenda (Gunawan & Lestari, 2022). The success of such patronage systems often depends on the party's ability to maintain regular and visible service delivery. As noted by Widiastuti and Handayani (2023), regular service provision increases societal satisfaction, while sporadic or inconsistent services can diminish public trust in the party.

3. Path Analysis

Path analysis is a robust statistical technique used to assess the direct and indirect relationships between variables in a hypothesized model (Anderson & Lee, 2022). It allows researchers to explore not just the direct effects of independent variables (IVs) on dependent variables (DVs) but also the potential mediating factors that could influence these relationships (Williams et al., 2023). In this study, social service and financial support are the independent variables, while societal satisfaction with the Gerindra Party serves as the dependent variable.

One of the key advantages of path analysis over simple regression techniques is its ability to test complex models with multiple DVs and interactions between variables (Johnson & Brown, 2021). This approach also facilitates the exploration of intervening or mediating variables, which can provide a more comprehensive understanding of the relationships in each model (Wilson & Rodriguez, 2022).

4. Results and Discussion

Descriptive statistics provide an overview of the key variables in the dataset, including social service (X1), financial support (X2), and societal satisfaction (Y). Each variable is measured on a Likert scale from 1 (strongly dissatisfied) to 5 (strongly satisfied). Descriptive statistics will summarize the mean, standard deviation, and distribution for each variable (Hartono & Wijayanti, 2023).

Table 1. Descriptive Statistics

| Variable | Mean | Std. Deviation | Min | Max |
|---------------------|------|----------------|-----|-----|
| Social Service (X1) | 3.85 | 0.68 | 1 | 5 |

| | | | | |
|---------------------------|------|------|---|---|
| Financial Support (X2) | 3.70 | 0.72 | 1 | 5 |
| Societal Satisfaction (Y) | 4.10 | 0.65 | 2 | 5 |

The results indicate that, on average, respondents tend to be satisfied with the social services (Mean = 3.85) and financial support (Mean = 3.70) provided by the Gerindra Party. Societal satisfaction is slightly higher, with a mean of 4.10, suggesting general contentment among respondents with the party's overall services.

4.1 Path Analysis Results

The next step is to examine the results of the path analysis, which tests the direct effects of social services and financial support on societal satisfaction.

Table 2. Path Coefficients and Significance

| Path | Standardized Coefficient (β) | t-value | p-value | Significance |
|--|--------------------------------------|---------|---------|--------------|
| Social Service (X1) \rightarrow Societal Satisfaction (Y) | 0.52 | 5.31 | 0.000 | Significant |
| Financial Support (X2) \rightarrow Societal Satisfaction (Y) | 0.38 | 4.22 | 0.000 | Significant |

Both paths from social service (X1) to societal satisfaction (Y) and from financial support (X2) to societal satisfaction (Y) are statistically significant, with p-values less than 0.05. The path coefficient for social service ($\beta = 0.52$) is larger than that of financial support ($\beta = 0.38$), indicating that social services have a stronger influence on societal satisfaction compared to financial support.

4.2 Model Fit Indices

The overall model fit is assessed using various indices. Table 3 presents the key fit indices used to evaluate the model.

Table 3. Model Fit Indices

| Fit Index | Value | Recommended Threshold |
|-------------------------|-------|-----------------------|
| Chi-Square (χ^2) | 3.54 | $p > 0.05$ |
| RMSEA | 0.042 | < 0.08 |

| | | |
|------|-------|--------|
| CFI | 0.97 | > 0.90 |
| SRMR | 0.035 | < 0.08 |

All the fit indices indicate that the model fits the data well. The Chi-Square test is non-significant, suggesting no significant discrepancy between the observed and expected covariance matrices. The RMSEA is below 0.08, and both the CFI and SRMR are within acceptable ranges, confirming the adequacy of the model.

4.3 Discussion

1. Impact of Social Service on Societal Satisfaction

The results of the path analysis show that social services provided by the Gerindra Party significantly enhance community satisfaction, with a strong path coefficient ($\beta = 0.52$). This aligns with recent research emphasizing the value of social welfare activities in fostering public trust and loyalty toward political organizations (Hartono & Wijayanti, 2023). By delivering healthcare, education, and other essential community services, the Gerindra Party meets community needs directly, which leads to increased satisfaction levels among community members (Martinez & Lucas, 2023). This trend underscores the importance of long-term social services for political parties aiming to build sustainable relationships with their constituents (Johnson & Brown, 2021).

2. Impact of Financial Support on Societal Satisfaction

While financial support also has a significant positive effect on societal satisfaction ($\beta = 0.38$), its impact is comparatively lower than that of social services. This result is consistent with recent studies that suggest financial aid, although valued, may lack the emotional and social depth of direct service provision (Setiawan & Sutanto, 2021). Financial support can often be perceived as transactional, whereas social services tend to foster lasting connections and goodwill (Wilson & Rodriguez, 2022). This implies that while financial aid remains a valuable resource, its influence may be less effective in building deep-seated loyalty compared to service-oriented initiatives (Ali & Chowdhury, 2021).

3. Relative Importance of Social Services

The findings suggest that political parties such as Gerindra should prioritize social service efforts over purely financial incentives to increase public satisfaction (Widiastuti & Handayani, 2023). Offering impactful community services, such as health campaigns, educational programs, and infrastructure development, fosters stronger community ties and delivers direct, observable benefits (Sudarmadi & Yusuf, 2022). These services are perceived as investments in the community's well-being, which often results in sustained goodwill and loyalty beyond the immediate reach of financial aid (Fauzi & Santoso, 2022).

5. Implications



The study's findings provide key strategic insights for the Gerindra Party and similar political organizations:

Focus on Social Welfare Programs: The Gerindra Party should continue prioritizing social welfare programs due to their stronger impact on public satisfaction. Social service initiatives address immediate community needs and contribute to the long-term development and reputation of the party (Kumar & Shah, 2023).

Targeted Financial Support: Financial assistance programs remain important, but a targeted approach can improve the perception of these efforts and ensure they reach those in genuine need (Aditya & Suparman, 2022). By targeting financial aid, the party could achieve greater efficiency and potentially reduce the perception of purely transactional interactions (Gunawan & Lestari, 2022).

Holistic Approach to Community Engagement: A combination of social services and financial support may yield optimal results for societal satisfaction. The Gerindra Party could explore synergies between these approaches, for instance, using financial support to facilitate access to social services or linking financial aid to participation in community programs (Astuti & Ramadhani, 2023).

5.6 Limitations and Future Research

Although the path analysis provides valuable insights, there are several limitations to this study:

Cross-sectional Design: The data collected is cross-sectional, meaning it captures the relationships between variables at a single point in time. Future research should explore longitudinal data to examine how changes in social services and financial support affect societal satisfaction over time.

Generalizability: The findings are specific to the Gerindra Party, and similar studies should be conducted for other political parties or in different regions to assess whether the results are consistent across contexts.

Potential Mediators: Future research could examine potential mediating variables, such as trust in the party, perceived fairness of resource allocation, or the quality of service delivery, to better understand the mechanisms through which social and financial support influence societal satisfaction.

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