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ANALYSIS OF THE FACTORS AFFECTING THE SUCCESS OF QUALITY FAMILY VILLAGES IN BAHAR SELATAN DISTRICT, MUARO JAMBI REGENCY

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ABSTRACT

This study examines the factors influencing the success of the Quality Family Village (Kampung Keluarga Berkualitas) program in the Bahar Selatan District, Muaro Jambi Regency. A quantitative approach was employed using primary data collected through structured questionnaires from 93 couples of childbearing age. Multiple linear regression analysis was applied to assess the effects of communication, resources, and motivation on program success. The results indicate that communication and resources have a positive and statistically significant effect on the success of the Quality Family Village program at the 5% significance level, while motivation shows a positive but statistically insignificant effect. The model explains approximately 49.6% of the variance in program success. These findings highlight the critical role of effective communication strategies and adequate resource allocation in strengthening family-based development programs. The study provides empirical insights for policymakers and program implementers to enhance the effectiveness of the Quality Family Village initiative.

Keyword: *Quality Family Village, Kampung Keluarga Berkualitas, Communication, Resources, Motivation, Theory of Planned Behavior, Program Implementation, Indonesia*

1.0 INTRODUCTION

One of the goals of national development is to improve the quality of human resources. Human resource development should ideally start with the smallest unit, which is the family. As the earliest environment for a human being, the family plays a crucial role because the quality of the family will influence the child's development, both

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physical and psychosocial, which will have lasting effects into adulthood. Through the improvement of family quality, we can enhance the quality of Indonesian society at large. (BKKBN, 2023).

The Family Planning Village was launched in 2016 as a government commitment to improve the quality of human life at the village and sub-district levels through a multi-sectoral development program aimed at empowering families and communities, while also serving as a strategic innovation model in accelerating development for areas that have vulnerabilities in population quality due to the complexity of situational problems in each region with a family development approach. (BKKBN, 2023).

As one of the strategic innovations, the Family Planning Village serves as a miniature implementation of the Proud of Kencana Program in its entirety, involving all fields within the BKKBN environment and the synergy of ministries/agencies as well as relevant stakeholders according to the needs and conditions of the region, and is implemented at the lowest levels of government (villages/sub-districts). (BKKBN, 2023).

Since 2020, the Family Planning Village has transformed into the Quality Family Village. The change in name and definition from Family Planning Village to Quality Family Village has implications for the scope and objectives of the program. The original focus of the program, which was directed at areas with specific criteria, such as poor, densely populated, lacking healthcare access, remote, coastal, slum areas, and low participation in family planning, has now expanded to include all villages and urban communities in remote areas of Indonesia, using an empowerment-based implementation method focused on strengthening family institutions in all dimensions to improve the quality of human resources. In the context of this new definition, the barriers to cross-sectoral integration are opened for all sectors that are directly related to the development of human resource quality specifically, and other development sectors indirectly. (BKKBN, 2023).

As a universal approach, it requires commitment and cooperation from various components at all levels, from the central to the regional and even to the villages, which not only involve government components but also the participation of the business sector, academics, non-governmental organizations, and the community itself. Synergy and convergence of programs need to be carried out to effectively target services at the family level and in rural areas, according to needs and within the context of existing local wisdom. (Hasto, 2023).

The Quality Family Village is a unit of territory at the village level, where there is integration and convergence in the implementation of empowerment and strengthening of family institutions in all their dimensions to improve the quality of human resources, families, and communities through intervention programs and activities with a life cycle approach. (BKKBN, 2023). One of the efforts to realize the commitment, cooperation, synergy, and convergence across sectors and parties in family development is the issuance of Presidential Instruction Number 3 of 2022 on the Optimization of Quality Family Village Implementation. In this Presidential Instruction, various programs and activities targeting families can be optimally implemented by utilizing the available data and resources in each sector. (BKKBN, 2023).

KB Village has become one of the strategic innovations to implement the priority activities of the Proud Program in a comprehensive manner on the ground. KB Village is a form or model of the total implementation of the Proud Program that involves all sectors in the BKKBN environment and synergizes with ministries or agencies, work partners, and related stakeholders according to the needs and conditions of the area, and is carried out at the lowest levels of government (in accordance with the requirements for determining the location of the KB Village) throughout the districts/cities. (Exaudi, DKK 2022) Quality Family Villages have four (4) program targets, namely the provision of demographic data and documents, the enhancement of behavior change, the improvement of coverage, services, and referrals for families, and the organization of the family and community environment. (BKKBN, 2023).

The mandatory prerequisites for the establishment of KB Village that must be met are the support and commitment of the local government, the availability of accurate demographic data and information, and community perceptions. In this case, community perceptions refer to the active supportive perception of community leaders, religious leaders, and customary

leaders, as well as the community in the management and implementation of all activities that will be carried out in the KB Village sustainably. Perception means the participation of an individual or a group of people in the development process, both in the form of statements and in the form of activities by providing input of thoughts, effort, time, expertise, capital, and/or materials, as well as participating in utilizing and enjoying the results of development. (Sumardi and Andreeyan, 2014).

Furthermore, in the research conducted on the meaning of the establishment of the Quality Family Village in the community, it is more directed towards the elements of positive acceptance in the Bahar Selatan District of Muaro Jambi Regency. This is influenced by levels of knowledge, assessment, motivation, as well as experiencing various changes that manifested after the establishment of the KB village program. The KB village is perceived by the community in the Bahar Selatan District of Muaro Jambi Regency as a program that can provide a positive impact for the local community, as well as advance the lives of the community in various ways to enhance and broaden their understanding of family welfare today.

Previous research indicates that the issues surrounding the implementation of quality family villages today are very diverse. The first researcher, Alex, 2024, in the study titled "Implementation of the Quality Family Village Program in Meranti Pandak Village, Pekanbaru City," used a descriptive qualitative method. The results of the study indicate that the implementation of the Quality Family Village activities has not been maximally executed as it should be, due to the varying levels of interpretation or understanding among the members of the Family Planning Working Group (POKJA) of the Quality Family Village. Additionally, the turnover of cadres midway through also contributes to the lack of interpretation by the cadres regarding the Quality Family Village itself. It was also found that many members of the community are unaware of the existence of this Quality Family Village. Among those who are aware of the Quality Family Village Program, they only know about the Posyandu, which is responsible for encouraging mothers to participate in family planning.

In the implementation of the program, the Juknis (Technical Guide) for KB Village is also very necessary, as there are standards, namely Juklak (Implementation Guidelines). While the two previous researchers discussed the reasons for the effective and suboptimal quality family villages resulting from the program implementation, in this study the author attempts to analyze the factors influencing the success of quality family villages in the Bahar Selatan District of Muaro Jambi Regency.

Although the Quality Family Village (Kampung Keluarga Berkualitas) program has been widely implemented as a national family development initiative, empirical studies examining the relative influence of key implementation factors at the local level remain limited. Existing research largely focuses on descriptive program outcomes or policy design, with insufficient quantitative evidence identifying which factors most strongly determine program success among beneficiary households. Moreover, the mechanisms through which communication, resource availability, and individual motivation jointly shape program effectiveness have not been adequately tested within a single analytical framework, particularly in rural district contexts such as Muaro Jambi Regency. As a result, policymakers and implementers lack clear empirical guidance on prioritizing interventions to enhance program performance.

To address this gap, the present study provides empirical evidence on the determinants of Quality Family Village program success by simultaneously examining the effects of communication, resources, and motivation using a multiple regression approach. Unlike prior studies, this research quantifies the relative strength of each factor, thereby identifying the most influential driver of program success. In addition, the findings offer practical implementation insights for local governments and family development agencies by linking statistical outcomes to actionable program improvements.

2.0 LITERATURE REVIEW

Quality Family Village

Quality Family Village is a unit of area equivalent to a village, where there is integration and convergence of empowerment and strengthening of family institutions in all its dimensions to improve the quality of human resources, families, and communities through program interventions and activities using a human life cycle approach. (BKKBN, 2023). The indicators consist of tranquility, independence, and happiness.

Public Perception

Public perception is an inseparable part of development itself, so that eventually all layers of society will obtain the same rights and power to demand or receive a fair share of the benefits of development. (Wahyudi, 2001). The indicators consist of participation, involvement, and cooperation..

Interpersonal Communication

According to Maulana & Gumelar (2013), interpersonal communication is communication that occurs between two individuals. Communicating with others means we learn the meanings of love, affection, sympathy, respect, pride, and even jealousy and hatred. Through communication, we can experience various qualities of these feelings and compare one feeling with another. Indicators consist of openness, empathy, support, positive feelings, and similarity.

Motivation for Family Planning

According to Hasibuan (2019), motivation comes from the Latin word *movere* which means "urge or driving force". Motivation in management is specifically directed at human resources in general and particularly at subordinates or followers. Motivation addresses how to direct the power and potential of subordinates to encourage them to cooperate productively, successfully achieving and realizing the set goals. Indicators include age, knowledge, education, and occupation.

3.0 METHODOLOGY

The research method used primary data, obtained through a questionnaire by conducting direct interviews with 93 respondents, namely couples of childbearing age participating in family planning. The descriptive quantitative analysis tool employs multiple linear regression with hypothesis testing using F statistical and T statistical tests and the coefficient of determination. Therefore, the econometric model in the form of its multiple linear regression function can be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y	= Quality Family Village
X1	= Community Perception
X2	= Interpersonal Communication
X3	= Family Planning Motivation
α	= Constant
β_1 - β_3	= Regression Coefficients
e	= Standard Error.

Coefficient of Determination (R^2)

To determine the extent of the influence of the independent variable on the dependent variable, the Coefficient of Determination Test (R^2) is used. The coefficient of determination ranges from zero to one; a small value indicates that the independent variable has very little strength to predict changes in the dependent variable, while a value close to one indicates that the independent variable provides almost all the information needed to predict changes (Kuncoro, 2003).

Statistical Test F

To determine whether each independent variable in the model simultaneously affects the dependent variable, an F-statistic test is used. The Quick Look approach can be employed for the F test, which involves comparing the calculated F value with the table F value or the probability value with the confidence level found in the study. An independent variable jointly affects the dependent variable if its probability value is less than 0.05 or equal to 5%, and the calculated F value is greater than the table F value (Kuncoro, 2003). The testing criteria applied are as follows, with a significance level of 5%: Accepted and rejected if the calculated F value < table F value, meaning that neither the explanatory factors alone nor their combination have a significant effect on the explained variable. Rejected and accepted if the calculated F value > table F value, indicating that the explanatory factors collectively have a considerable effect on the explained variable.

Statistical Test t

When all other factors are held constant, the t-statistic test is used to determine how significant each independent variable is in influencing the dependent variable. The calculated t value and the table t value must be compared to assess the impact of each independent variable. Checking the distribution table at 0.05 or 5 percent and degrees of n-k will yield the table t value. Thus, the following hypotheses are tested in this study: 1) H0: $\beta_1 = 0$ The independent variable has no effect on the dependent variable. 2) H1: $\beta_1 \neq 0$ The independent variable has an effect on the dependent variable. In addition to the above approach, the Quick Look method can also be used to perform a t-test, which involves comparing the calculated t-value to the tabled t-value or the probability value and the confidence level set in the research. Rejection or acceptance is indicated if the probability value is less than 0.05 or equal to 5% and the calculated t-value is greater than the tabled t-value, and vice versa. This shows how each independent variable influences its own dependent variable and vice versa (Kuncoro, 2003).

4.0 FINDINGS AND DISCUSSION

This analysis is conducted to determine the extent of the influence of independent variables on the dependent variable and then analysed using the multiple linear regression method. The data used is observational, with a frequency distribution of 93 respondents, resulting in the following estimation.:

Table 1
Results of Multiple Linear Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	6.014	5.305		1.134	.260
	Public Perception	.251	.099	.259	2.535	.013
	Interpersonal Communication	.366	.109	.374	3.373	.001
	Motivation for Family Planning	.175	.105	.171	1.665	.099

a. Dependent Variable: Quality Family Village

Source: Processed data, 2025

Based on Table 1 of the research results, the regression equation is as follows.:

$$Y = 6,014 + 0,251 X_1 + 0,366 X_2 + 0,175 X_3$$

Based on the regression equation, it is explained that: The constant coefficient value of 6.014 means that if the Community Perception (X1), Interpersonal Communication (X2), and Family Planning Motivation (X3) have a constant equal to zero or remain unchanged, then the quality of the family village (Y) increases by 6.014 per cent. The regression coefficient value of the Community Perception variable (X1) is 0.251, which means that if the Community Perception variable increases by 1 per cent, then the quality of the family village (Y) increases by 0.251 per cent. The regression

coefficient value of the Interpersonal Communication variable (X2) is 0.366, meaning that if the Interpersonal Communication variable increases by 1 per cent, the quality of the family village (Y) increases by 0.366 per cent. The regression coefficient value of the Family Planning Motivation variable (X3) is 0.175, meaning that if the Family Planning Motivation variable increases by 1 per cent, the quality of the family village (Y) increases by 0.175 per cent.

Coefficient of Determination

The magnitude of the influence explained by the independent variable on the dependent variable can be seen from the value of the coefficient of determination (R^2) as follows.:

Table 2:
Coefficient of Determination

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.704 ^a	.496	.479	3.76645	1.589

Source: Processed data, 2025

Based on Table 2, the coefficient of determination of 0.496 indicates that the influence of community perception, interpersonal communication, and family planning motivation on quality family villages in Bahar Selatan District, Muaro Jambi Regency, is 49.60 per cent. In comparison, the remaining 50.40 per cent is explained by other variables outside the study.

F Statistic Test

The simultaneous influence was tested using the F Statistic hypothesis test with a frequency distribution count of $93-3-1 = 89$; thus, the F table value is 2.15. The estimation results are as follows:

Table 3
Simultaneous Test

Anova						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1242.422	3	414.141	29.193	.000 ^b
	Residual	1262.568	89	14.186		
	Total	2504.989	92			

Source: Processed data, 2025

Based on Table 3, the F statistical hypothesis test with a significance level of 90 per cent indicates that the F statistic value compared to the F table value is $(29.193 > 2.15)$ or $(0.000 < 0.05)$. This means that all regression coefficients or all independent variables, namely community perception, interpersonal communication, and motivation for family planning, collectively influence quality family villages in the Bahar Selatan District, Muaro Jambi Regency.

t Statistic Test

The t-statistic test is conducted to determine the partial effect of each independent variable on the dependent variable, with a total frequency distribution of $93-3= 90$, so the t-table is 1.661, and the estimated results are as follows.:

Table 4
t Statistic Test

Variable	t Statistic	t Table	Sig	Conclusion
Public Perception	2,535	1,661	0,013	Significant
Interpersonal Communication	3,373	1,661	0,001	Significant
Motivation for Family Planning	1,665	1,661	0,099	Insignificant

Source: Processed data, 2025

Based on Table 4, the estimates to see the partial test of each variable indicate that the t-statistic hypothesis test with a significance level of 90 per cent can be explained as follows.:

The Influence of Community Perception on Quality Family Villages in Bahar Selatan District, Muaro Jambi Regency

The variable of public perception towards quality family villages in the South Bahar Subdistrict of Muaro Jambi Regency has a significance value of $0.013 < 0.05$. In contrast, the calculated t value is $2.535 > t$ table 1.661, meaning that at a 90 per cent significance level, the variable of Public Perception (X1) at 0.251 has a positive and significant relationship to quality family villages (Y) in the South Bahar Subdistrict of Muaro Jambi Regency.

This influence exists because perception, according to Bimo Walgito (2004), is a process of organising and interpreting stimuli received by the public, aimed at obtaining a quality village, thus making it a significant need that is integrated within individuals to achieve a good goal programmed by the local government.

These results are consistent with those obtained from the research by Pragita et al. (2020), which states that the perception or response of the community regarding the importance of family planning (FP) is quite good, as evidenced by the majority of the community having followed the government's advice to participate in family planning programs. However, there are still some who have not participated. Furthermore, the findings from Alpionita et al. (2020) show that public perception of the KB Village program, viewed from the aspects of Early Childhood Family Development (BKB) in Nawin Village, Haruai District, Tabalong Regency, in providing development and services in BKB activities, is rated as reasonably good. Next, the results obtained from Shinta Angellina et al. (2024) regarding the community's views on the family planning village program (KB) in Lembuti at Bukit Tui Tanah Hitam indicate that the knowledge and understanding of the KB village community about the KB village program vary but are limited.

This is in accordance with the Theory of Planned Behaviour. According to Ajzen (2011), this theory states that individual behaviour is influenced by intention, which in turn is influenced by attitudes, subjective norms, and behavioural control. Therefore, a quality family program, if the community has a positive perception of the program, they are likely to have a higher intention to participate. The community's positive perception of the quality family program plays a significant role in enhancing the success of the program by designing more effective strategies to increase participation and positive impacts on family quality.

The Influence of Interpersonal Communication on Quality Family Villages in Bahar Selatan District, Muaro Jambi Regency

The variable of Interpersonal Communication towards quality family villages in Bahar Selatan District, Muaro Jambi Regency has a significance value of $0.001 < 0.05$, while the calculated t value is $3.373 > t$ table 1.661, which means that at a significance level of 90 percent, the Interpersonal Communication variable (X2) of 0.366 has a positive and significant relationship to quality family villages (Y) in Bahar Selatan District, Muaro Jambi Regency.

This influence exists because interpersonal communication serves as an effort to improve relationships among people, avoid and resolve personal problems that occur, reduce uncertainty about something, and everything related to other people (Suranto, 2011). With interpersonal communication, implemented by the government in conveying the programs being run, couples of childbearing age can receive that information, with the hope of achieving good results..

Thus, interpersonal communication plays a very important role in quality family programs to achieve success in meeting the program's objectives. This study aligns with that conducted by Arwan (2018), which found that to achieve harmony in family life, fishing communities in Meskom village strive to create communication within their families, including between husbands, wives, and children. Furthermore, there is full trust between each partner in this fishing community because they feel they share the same fate. In addition, the findings of Tita Yusnita (2023) indicate that the interpersonal communication carried out by PLKB in involving MOP family planning acceptors in Kumbi Hamlet,

Pakuan Village, Narmada District includes home visits, using easily understandable language, utilising media in the form of brochures or leaflets, and approaching local community leaders.

This is in accordance with the Theory of Planned Behaviour. According to Ajzen (2011), the Theory of Planned Behaviour explains that effective communication tends to provide greater emotional support, which is important for the success of the program, because good communication implemented by the government will encourage fertile couples to achieve a quality village. If the communication between the organisers and the community, as the targeted individuals, goes well, the community can better understand and appreciate the quality family program, thus creating a positive attitude towards the program.

The Influence of Family Planning Motivation on Quality Family Villages in Bahar Selatan District, Muaro Jambi Regency

The motivation variable for family planning towards Quality Family Villages in Bahar Selatan District, Muaro Jambi Regency, has a significance value of 0.099, which is greater than 0.05, indicating that the effect is not statistically significant at the 5% significance level. Although the calculated t value (1.665) exceeds the t-table value (1.661), the motivation variable shows a positive but statistically insignificant relationship with the success of the Quality Family Village program.

This influence exists because, as the organiser, by providing input or motivation to couples of childbearing age to use short-term contraceptive methods compared to long-term contraceptive methods, it is expected that, through the motivation for family planning by the organiser, the issues of contraceptive method selection can be addressed, thereby creating quality family villages.

This is in line with research conducted by Fahlevi et al. (2022), where the analysis results indicate that motivation has a positive and significant impact on the performance of Family Planning Counsellors at the Population Control, Family Planning, and Women's Empowerment and Child Protection Office of Barito Kuala Regency. Furthermore, the results obtained from Zakaria et al. (2022) indicate that the motivation of Couples of Reproductive Age (PUS) to use Long-term Contraceptive Methods (MKJP) in Martapura District has a high Extrinsic motivation, where good economic conditions will foster a quality of human resources that are receptive and able to absorb information about innovations, especially regarding the long-term contraceptive tools, namely Long-term Contraceptive Methods (MKJP).

According to the Theory of Planned Behaviour. According to Ajzen (2011), individual beliefs about the ability of reproductive-age couples to access and use family planning methods. Motivation for family planning is very important in supporting quality family programs. When reproductive-age couples have a strong motivation to use family planning methods, it can positively impact the quality of their family life.

5.0 CONCLUSION

This study examined the determinants of Quality Family Village success in the Bahar Selatan District, Muaro Jambi Regency, and found that community perception and interpersonal communication significantly influence program success. At the same time, family planning motivation shows a positive but statistically insignificant effect at the 5% significance level. These findings indicate that the effectiveness of family development programs depends largely on implementation quality, apparent communication and positive community engagement. Practically, program implementers should prioritise strengthening interpersonal communication between cadres and beneficiaries, enhancing community perception through transparent information dissemination, and improving the communication capacity of local officers. However, the study is limited by its cross-sectional design, focus on a single district, and reliance on self-reported data, which may restrict causal inference and generalizability. Future research is therefore encouraged to employ longitudinal or multi-region designs, incorporate additional contextual variables such as institutional support and leadership, and adopt mixed method approaches to provide deeper insight into the mechanisms shaping Quality Family Village program effectiveness.

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7.0 CONFLICT OF INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in the paper.

8.0 AUTHOR CONTRIBUTION STATEMENT

Author 1 contributed to the conceptualisation, research design, and writing of the original draft.

Author 2 was responsible for data collection, analysis, and validation of the results.

Author 3 provided supervision, critical review, and editing of the final manuscript.

All authors have read and approved the final version of the manuscript.

9.0 ETHICS STATEMENT

This research was conducted in accordance with the ethical standards of Universitas Jambi and adhered to the principles outlined in the Declaration of Helsinki. Ethical approval was obtained from the **Review Board** under reference number [**Approval Number, if applicable**]. All participants were informed about the purpose of the study and provided written informed consent prior to participation. Participants' privacy and confidentiality were strictly maintained, and data collected were used solely for academic purposes.

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