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## **An Analysis of Consumer Satisfaction With Stabilized Food Supply and Price (SPHP) Rice Within The Cheap Food Movement Program in Benteng District**

**Andi Rahmi Ismayani<sup>1\*</sup>, La Sumange<sup>2</sup>, Helda Ibrahim<sup>3</sup>**

<sup>123</sup>Faculty of Agriculture, Agribusiness Postgraduate Study Program, Islamic University of Makassar

\*Corresponding Author: [andirahnur@gmail.com](mailto:andirahnur@gmail.com)

### **Abstract**

*Rice is the primary staple food for the Indonesian population. Price fluctuations in the market directly affect public purchasing power, particularly in archipelago regions like Selayar, which frequently encounter distribution constraints, high logistical costs, and a heavy reliance on supplies from outside the region. As a form of government intervention to maintain price stability and the availability of strategic staple foods, the National Food Agency, in collaboration with Perum BULOG and regional governments, implements the Cheap Food Movement (GPM) program to distribute strategic food commodities at affordable prices. Evaluating such food intervention programs requires a profound understanding of direct public responses. This study aims to analyze consumer satisfaction with Stabilized Food Supply and Price (SPHP) rice within the implementation of the Cheap Food Movement (GPM) program. Utilizing a cross-sectional survey design, this research was conducted in Benteng District, Kepulauan Selayar Regency, South Sulawesi. Through a purposive sampling technique, a sample of 100 consumers was selected to gather perception-based primary data via structured questionnaires. Data analysis followed a two-stage approach: a preliminary association test using Spearman's Rho correlation and a model relationship assessment utilizing ordinal regression. The aggregation using the weighted average method indicates that the consumer satisfaction index falls within the "Satisfied" category. Furthermore, the ordinal regression model estimation reveals that food accessibility (X1) and program implementation governance (X3) are significantly and positively associated with consumer satisfaction, with the program implementation variable exhibiting a higher odds ratio. These empirical findings underscore that alongside maintaining volume supply stability, optimizing distribution governance at the point of sale serves as a crucial instrument for program success.*

**Keywords:** Cheap Food Movement, Consumer Satisfaction, SPHP Rice, Cross-sectional survey, Ordinal regression



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## **1. INTRODUCTION**

Rice is a staple food for the majority of Indonesians, so sharp fluctuations in the supply and price of this food commodity can have a negative impact on various parties, from farmers or livestock breeders, processing business actors, traders, to end consumers. According to (Lasumange, 2023), price is a major determinant of food demand. Declining food prices tend to trigger increased demand, with the magnitude of the impact depending on the level of consumer demand. In addition, supply stability at the domestic level is also vulnerable to global dynamics, where fluctuations in international rice prices are heavily influenced by trade volume, especially when a decline in domestic production in consumer countries forces dependence on imports. To anticipate these risks and maintain food price stability and control inflation, the National Food Agency organizes the Cheap Food Movement (GPM) as part of efforts to Stabilize Food Supply and Prices, which is legally regulated in National Food Agency Regulation Number 5 of 2025 (Peraturan Badan Pangan Nasional Nomor : 5 Tahun 2025 Tentang Stabilisasi Pasokan Dan Harga Pangan, 2025).

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In its implementation, the Government continues to strive to strengthen food security, particularly by increasing domestic production. However, high rice production without a balanced efficient distribution system can lead to price instability. To address these distribution constraints, Perum BULOG (State Logistics Agency for Logistics) takes various tactical steps throughout the year to prevent spikes in rice prices at the consumer level through the Food Supply and Price Stabilization (SPHP) program, also known as market operations (Aulia et al., 2023). BULOG's rice distribution under the SPHP program plays a crucial role in maintaining food stability and supporting public welfare. However, the program's implementation in the field still faces several challenges, particularly related to logistical constraints and a lack of effective distribution monitoring (Winata & Farida, 2024). While this program has had a positive impact on society in general, further efforts are needed to ensure fairer and more equitable access to rice for all groups.

Previous research has documented extensive consumer satisfaction with SPHP rice in several regions in Indonesia, such as Jambi, Pangkalpinang, and Mojokerto. However, these studies generally focused on mainland regions with relatively stable logistics routes. This situation differs significantly from island regions with unique geographic characteristics. Therefore, this study seeks to fill this literature gap by evaluating consumer satisfaction in island regions, focusing on Benteng District in Selayar Islands Regency. Analytically, Benteng District plays a crucial role due to its position as both the center of government and the regional economy. As the main logistics and distribution gateway for surrounding satellite islands, market dynamics in this region are a key indicator of regional food security. Its geographical isolation by sea makes it highly vulnerable to price fluctuations (inflation) and supply shortages, particularly when bad weather disrupts shipping routes. Therefore, measuring consumer satisfaction levels in this island center provides a critical reflection on the effectiveness and success of food interventions in the outermost regions.

The novelty of this research rests on a comprehensive analysis of the contribution of the integrated SPHP and GPM rice programs in mitigating local logistics constraints to ensure accessibility, product quality, and the effectiveness of program implementation in the archipelago. Exploring the integration of these two programs offers a new perspective worthy of study separate from regular market mechanisms. SPHP in this hybrid scheme is no longer merely a passive price control tool; rather, its uptake is accelerated through GPM, a form of active regional government intervention that combines the mission of national price stability with the flexibility of local logistics management. Three key aspects positioned as important predictors in measuring consumer satisfaction are described as follows:

**Accessibility:** In the characteristics of archipelagic regions, the accessibility dimension is no longer limited to the distance to the market, but rather extends to the aspect of ensuring stock continuity under the shadow of the risk of shipping disruptions. GPM's success in shortening the supply chain while bringing SPHP Rice closer to the community according to the Highest Retail Price (HET) effectively eliminates these geographical barriers, which ultimately contributes directly to increasing consumer utility and satisfaction. This is in line with the findings of (Badri et al., 2024) at PT Sang Hyang Seri, Makassar City, which showed that pricing strategy has a positive and significant effect on consumer satisfaction, although the location and promotion factors in the study showed a different direction of the relationship.

**Product Quality:** The quality of food commodities in archipelagic regions is highly susceptible to degradation due to long maritime transport times and exposure to high humidity during storage in transit warehouses. Based on product quality theory, consumers consistently have certain expectations regarding the taste, cleanliness, and consistency of the rice they consume. Maintaining the prime quality of SPHP Rice to the end consumer in archipelagic regions is a crucial logistical challenge, as fluctuations in quality significantly impact their satisfaction levels. The importance of this physical aspect is reinforced by (Prasetyo et al., 2023) who stated that packaging attributes influence satisfaction, with aesthetics and functionality of packaging requiring greater attention to enhance consumer satisfaction in making purchases.

**Program Implementation:** The operational effectiveness of GPM, measured by the accuracy of beneficiary targeting, consistent implementation schedules, and orderly queueing mechanisms, is a

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key indicator shaping public perception of the local government's commitment. Responsive and systematically structured program implementation fosters public trust. This trust psychologically reduces anxiety about the risk of food shortages and strengthens consumer satisfaction with the intervention.

Through this multidimensional approach, the research is expected to outline how macro-level policies can be contextualized to address structural barriers and limitations at the micro level in archipelagic regions. Ultimately, the findings are expected to provide valuable policy recommendations for the government, BULOG (State Logistics Agency), and other stakeholders in formulating food distribution strategies that are more effective, responsive to community needs, and sustainable in the long term.

## 2. MATERIALS AND METHODS

This study adopts a quantitative approach with a cross-sectional associative survey design. This design was selected because the research objective extends beyond mere descriptive overview; it aims to test the significance of relationships and estimate the effect sizes between variables using ordinal regression analysis. This approach allows for the analysis of the relationships between product attributes and consumer satisfaction levels at a single point in time.

Primary data collection was conducted from August to October 2025. This research was located in Benteng District, the Selayar Islands Regency, with data collection concentrated at strategic food distribution points, specifically at the implementation sites of the Cheap Food Movement (GPM). This location was selected to reach the target population actively involved in the food supply and price stabilization program.

Respondents were identified and recruited on-site using a purposive sampling technique. The recruitment process took place during or immediately after the consumers purchased SPHP rice. To ensure data validity, the inclusion criteria required respondents to have consumed the product, thereby enabling them to provide an evaluation of the perceived accessibility, product quality, and program implementation.

The determination of a sample size of 100 respondents is based on rule-of-thumb practices in survey research and the minimum requirements for inferential statistical analysis. According to Roscoe's guidelines, a sample size between 30 and 500 subjects is considered adequate for most social research. In this context, this sample size was selected to balance data depth with time availability and the daily fluctuations in visitor numbers at the Cheap Food Movement (GPM) program location, ensuring it remains capable of providing stable parameter estimates.

This study employed a non-probability sampling technique with a purposive sampling approach. Respondents were recruited directly at SPHP rice distribution points based on strict inclusion criteria: (1) individuals purchasing SPHP rice for household consumption, (2) residents domiciled in Benteng District, and (3) individuals aged 17 years and above or married to ensure independence in consumption decision making. To ensure that the reported perceptions were accurate and current, the research instrument was administered to consumers immediately after their purchase transaction. This is in line with (Asrulla et al., 2023) which states that purposive sampling is a sampling method by selecting individuals from the population based on certain considerations determined by the researcher.

The data collection procedure in this study fully prioritized the principle of voluntary participation without any element of coercion. During the data collection period, 122 prospective respondents were approached. Of this total, 18 individuals declined to participate due to time constraints, and 4 questionnaires were found to be incomplete in the product quality attributes section. Consequently, the total non-response rate was recorded at 18.03%. All respondents' identities were guaranteed

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confidentiality, and 100 valid and complete questionnaires were subsequently processed for further analysis, indicating a high level of public participation in evaluating this government food program.

Given the use of a purposive sampling method, the general external validity of this study's findings is limited. These results are not intended to be generalized to the entire national population of rice consumers; instead, they focus on providing in-depth insights into the behavior of SPHP rice consumers in Benteng District. Nonetheless, similarities in demographic characteristic and food distribution patterns across similar island regions allow these findings to serve as a theoretical reference for food security policies in areas with comparable typologies.

The data collection instrument for this study employs a structured questionnaire systematically designed to capture consumer perceptions accurately. Variables are measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). To ensure the instrument's validity and reliability, item-total correlations and Cronbach's alpha coefficients are evaluated. Furthermore, since the data are non-normally distributed, ordinal regression analysis is applied to test the research hypotheses. The operational definitions of the variables are established to provide clear parameters for measurement. *Accessibility* is defined as the ease with which consumers can reach distribution locations and the availability of food stocks at designated points of sale, measured via five items. *Product quality* refers to the physical attributes and utility value of the food, encompassing cleanliness and compliance with promised quality standards, which is also measured through five items. Lastly, *program implementation* reflects the effectiveness of distribution governance and targeting accuracy based on applicable technical guidelines, measured using five items.

In this study, a rigorous conceptual intervention was conducted to distinguish between the food availability and affordability variable (X1) and the implementation of the Cheap Food Movement (X3). Although both constructs relate to food access, X1 focuses specifically on the market outputs received by consumers (physical stock and price affordability), whereas X3 measures operational management quality and distribution governance during the program's intervention. This distinction was strictly reinforced at the questionnaire indicator level to prevent conceptual overlap that could obscure the interpretation of the model.

Methodologically, potential issues of multicollinearity and interpretive ambiguity were addressed using a two-stage analytical approach. The first stage involved Spearman's Rho correlation analysis to explore the preliminary associations and direction of relationships among the predictors. In line with research (Wulansari, 2023), as a non parametric statistic, the Spearman's Rho correlation does not require specific assumptions to be met before the analysis can be conducted. In the second stage, ordinal regression analysis was applied-selected due to the ordinal categorical nature of the dependent variable-incorporating Variance Inflation Factor (VIF) diagnostics to strictly ensure the absence of multicollinearity. Through the integration of these two methods, this study provides a precise substantive interpretation of the factors significantly determining consumer satisfaction within the ecosystem of the Stabilized Food Supply and Price (SPHP) and Cheap Food Movement (GPM) programs, free from substantial statistical constraints. This is in line with research (Wulansari, 2023), which states that ordinal logistic regression is a statistical method used to examine the influence of predictor variables on the response variable. In this type regression, the response variable is polychotomous with an ordinal scale, where each category has its own order or level. There are several variables used in this study which are presented in table 1.

Table 1. Research Variables.

| No. | Variable | Definition | Indicator | Measurement Scale |
|-----|----------|------------|-----------|-------------------|
|-----|----------|------------|-----------|-------------------|

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|                                                     |                                                                                                                                                    |                                                                                                                                                                                                                                       |                      |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1. Availability and Affordability of SPHP Rice (X1) | Consumer perceptions regarding the ease of finding SPHP rice stock in the market and its affordability for people's purchasing power               | <ul style="list-style-type: none"> <li>- Ease of obtaining SPHP rice</li> <li>- Consistent stock on the market</li> <li>- Price alignment with the highest retail price</li> <li>- Price affordability for families</li> </ul>        | Likert Scale (1 – 5) |
| 2. Product Quality (X2)                             | Consumers' objective and subjective assessment of the physical characteristics and taste of the SPHP rice consumed                                 | <ul style="list-style-type: none"> <li>- Cleanliness of the rice (free from weevils/gravel)</li> <li>- Aroma and color of the rice</li> <li>- Texture of the rice after cooking</li> <li>- Shelf life of the rice</li> </ul>          | Likert Scale (1 – 5) |
| 3. Implementation of the Cheap Food Movement (X3)   | Public perception regarding the effectiveness, accuracy of targeting and ease of access to the low cost food program implemented by the government | <ul style="list-style-type: none"> <li>- Frequency of program implementation</li> <li>- Ease of access to affordable food locations</li> <li>- Timeliness of implementation</li> <li>- Simplicity of purchasing mechanisms</li> </ul> | Likert Scale (1 – 5) |
| 4. Consumer Satisfaction (Y)                        | The level of consumer feelings of pleasure or disappointment after comparing the product/program performance they experience with                  | <ul style="list-style-type: none"> <li>- Conformity between product reality and expectations</li> <li>- Intention to repurchase SPHP rice</li> </ul>                                                                                  | Likert Scale (1 – 5) |

|                    |         |                                      |
|--------------------|---------|--------------------------------------|
| their expectations | initial | - Willingness to recommend to others |
|                    |         | - Overall satisfaction               |

### 3. RESULTS AND DISCUSSION

This section presents the results of data analysis on consumer satisfaction with the Food Supply and Price Stabilization (SPHP) rice program within the Affordable Food Movement (GPM). The analysis is based on real-world data obtained from 100 valid and complete questionnaires distributed during the field data collection period. This sample size meets the minimum planned quota and is representative of the target population of SPHP rice consumers.

As a first step in the analysis, the descriptive characteristics of the 100 respondents were mapped to provide demographic context. This profile is essential for understanding the background of consumers who utilize this program before conducting a more in-depth satisfaction analysis. The respondents' demographic profiles, encompassing age, gender, education and occupation, are detailed in the table below:

Table 2. Demographic Profiles of SPHP Rice Respondents

| No. | Respondent Characteristics | Category             | Number of Respondents | Percentage |
|-----|----------------------------|----------------------|-----------------------|------------|
| 1.  | Age Profile                | < 20 years           | 0                     | 0          |
|     |                            | 20 – 35 years        | 28                    | 28         |
|     |                            | 36 – 50 years        | 49                    | 49         |
|     |                            | > 50 years           | 23                    | 23         |
| 2.  | Gender                     | Male                 | 23                    | 23         |
|     |                            | Female               | 77                    | 77         |
| 3.  | Last Education             | Elementary School    | 0                     | 0          |
|     |                            | Junior High School   | 2                     | 2          |
|     |                            | Senior High School   | 35                    | 35         |
|     |                            | Collage              | 63                    | 63         |
| 4.  | Main Job                   | Farmer               | 2                     | 2          |
|     |                            | Trader               | 5                     | 5          |
|     |                            | Housewife            | 16                    | 16         |
|     |                            | Government Employees | 40                    | 40         |
|     |                            | Other                | 37                    | 37         |
|     |                            |                      |                       |            |

Source : Primary Data After Processing, 2025

The characteristics of SPHP rice consumer are mapped across four main indicators: age, gender, education level and primary occupation. In terms of age, the majority of respondents fall into the productive and mature group of 36-50 years old, accounting for 49% (49 respondents). This is followed by the 20-35 age group at 28% (28 respondents) and those above 50 years old at 23% (23 respondents), while no respondents were under 20 years old. Gender distribution shows a powerful dominance of female consumers, reaching 77% (77 respondents) compared to males at just 23% (23 respondents). This strongly indicates that food purchasing decisions and procurement of SPHP rice at the household level are predominantly manage by women.

In terms of educational background, the majority of respondents possessed a relatively high level of education. Individuuals with college degrees predominated at 63% (63 respondents), followed by high school or vocational school graduates at 35% (35 respondents) and junior high school

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graduates at mere 2% (2 respondents), while no respondents had only elementary school education. Regarding primary occupations, Civil Servants (PNS) constituted the largest group with 40% (40 respondents), followed by other unclassified job categories at 37% (37 respondents) and housewives at 16% (16 respondents). Traders and farmers represented the smallest proportions, accounting for only 5% (5 respondents) and 2% (2 respondents), respectively. Overall, this demographic profile illustrates that the SPHP rice consumers in this study were predominantly mature, highly educated women, with the majority employed within the formal sector as government employees.

In this study, consumer satisfaction with SPHP rice was measured using a Likert-scale questionnaire. The resulting data were then classified into distinct satisfaction categories to comprehensively illustrate the effectiveness of the SPHP program. A summary of these data processing results is presented in the table below:

Table 3. Consumer Satisfaction Level for SPHP Rice

| Category                      | Frequency  | Percentage (%) |
|-------------------------------|------------|----------------|
| Very Satisfied/Strongly Agree | 78         | 78.41          |
| Satisfied/Agree               | 22         | 21.59          |
| <b>Total</b>                  | <b>100</b> | <b>100</b>     |

Source : Primary Data After Processing, 2025

Based on the table above, consumer satisfaction with SPHP rice within the Affordable Food Movement program in Benteng District reflects a highly positive reception. The majority of respondents, comprising 78 individuals (78.41%), stated they were Very Satisfied or Strongly Agreed, while the remaining 22 individuals (21.59%) fell into the Satisfied or Agree category. This heavy dominance in the Very Satisfied category aligns closely with the empirical conditions at the research site. In Benteng District, public enthusiasm is very high for SPHP rice remains exceptionally high because the Affordable Food Movement program has proven effective as a price intervention strategy-offering rates significantly below commercial market prices and successfully meeting core community expectations. Consequently, achieving a 100% positive responses rate from the 100 respondents demonstrates that the GPM program in the urban center of Kepulauan Selayar Regency has been successful and well-targeted in maintaining supply stability and easing the burden on consumer expenditures.

This high level of satisfaction is in line with research by (Pohan et al., 2025), which indicates that consumer perceptions of superior product quality, price affordability, and excellent service quality for SPHP rice contribute significantly to increasing purchasing interest and customer satisfaction levels.

To accurately assess the relationships between variables, the non-parametric *Spearman's Rho* correlation test was employed to determine both the strength and direction of these associations. Subsequently, ordinal regression analysis was applied to quantify the extent of each variable's influence on customer satisfaction, given that the data were measured using an ordinal scale. The following section presents the empirical results of the *Spearman's Rho* correlation test, which serve as the foundational basis for further discussion.

| Variables                           | Correlation Coefficient ( $\rho$ ) | Sig. (2-tailed) | Interpretation |
|-------------------------------------|------------------------------------|-----------------|----------------|
| Availability and Affordability (X1) | 0.666                              | < 0.001         | Strong         |

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|                         |       |         |        |
|-------------------------|-------|---------|--------|
| Product Quality (X2)    | 0.689 | < 0.001 | Strong |
| GPM Implementation (X3) | 0.692 | < 0.001 | Strong |

Table 4. Results of the Spearman's Rho Non-Parametric Correlation Test of Independent Variables (Availability and Affordability, Product Quality, GPM Implementation) Against the Dependent Variable (Consumer Satisfaction).

Source : Primary Data After Processing Using SPSS, 2025

Based on the *Spearman's Rho* correlation analysis presented in the table above, a comprehensive overview of the direction and strength of the relationships between the three independent variables and consumer satisfaction was obtained. The relationship between the availability and affordability (X1) and consumer satisfaction (Y) yielded a correlation coefficient value of 0.666 with a significance value (Sig. 2-tailed) <0.001. This result indicates a positive and significant monotonic association at the 99% confidence level ( $\alpha = 0.01$ ). In terms of the strength of the relationship, the coefficient falls into the strong category, reflecting that the better assessment of availability and affordability directly corresponds to higher consumer satisfaction levels. This finding aligns with previous research by (Hendra et al., 2025), which stated that consumers highly value the superiority of SPHP rice, particularly regarding its stable price and consistent availability. Furthermore, the qualitative findings in the study confirm that affordability and ease of access serve as the primary drivers for consumers choosing SPHP rice.

A similar relationship pattern was observed between product quality (X2) and consumer satisfaction (Y). The statistical analysis yielded a *Spearman's Rho* rank correlation coefficient value of 0.689 with significance level of <0.001, indicating a strong and statistically significant positive relationship between the two variables. The correlation demonstrates a consistent alignment in the data, where high respondents evaluations of the product quality dimension closely correspond to elevated consumer satisfaction levels. This strong relationship aligns with the findings of (Sahira, 2023) and (Chairunnisa, 2025), who similarly observed that product quality dimensions positively influence consumer satisfaction responses and purchasing decisions. Ultimately, this data pattern confirms that positive field perceptions of product quality directly go hand in hand with high levels of consumer satisfaction.

Finally, the analysis of the Affordable Food Movement (GPM) implementation (X3) and consumer satisfaction (Y) yielded the highest correlation coefficient among all analyzed variables, reaching at 0.692 with a significance value <0.001. These results confirm a positive, significant, and strong monotonic relationship between program implementation and consumer satisfaction, demonstrating that optimizing field implementation directly aligns with elevated consumer satisfaction levels. Overall, the *Spearman's Rho* test results confirm a strong unidirectional association across all variables; however, the nature of this relationship is strictly limited to the alignment of the data ranking directions and does not imply a mechanistic causal relationship. This statistical evidence aligns with (Misfaridin et al., 2024), who stated that the affordable food movement program effectively lowers food commodity prices in local markets and alleviates community economic pressures. This is further supported by (Lestari et al., 2025), who noted that in implementing the SPHP program, the National Food Agency initiated strategic programs like the GPM, which are comprehensively executed by local governments. Through close collaboration with farmers, livestock breeders, and businesses entities, the GPM successfully shorten the food supply chain, thereby providing more affordable and high-quality products to the community below conventional market rates, ensuring accessibility for all social strata.

The next stage of analysis is ordinal regression testing. This analysis can determine whether each variable has a significant influence, the direction of that influence, and the extent to which it contributes to increasing consumer satisfaction. The following table shows the results of the ordinal regression analysis, showing the influence of the research variables on consumer satisfaction levels with SPHP rice.

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Table 5. Results of Ordinal Regression Test of Independent Variables (Availability and Affordability, Product Quality and GPM Implementation) Against the Dependent Variable (Consumer Satisfaction)

| Independent Variables               | Estimate ( $\beta$ ) | OR = exp ( $\beta$ ) | p-value |
|-------------------------------------|----------------------|----------------------|---------|
| Availability and Affordability (X1) | 1.521                | 4.58                 | < 0.00  |
| Product Quality (X2)                | 2.686                | 14.67                | < 0.00  |
| GPM Implementation (X3)             | 2.383                | 10.84                | < 0.00  |

Source : Primary Data After Processing Using SPSS, 2025

The ordinal regression test results table above shows that all independent variables exhibit a positive and significant influence on consumer satisfaction levels. Product quality has a higher odds ratio of 14.67 compared to GPM implementation (OR = 10.84) and availability (OR = 4.58). This finding suggests that increased product quality is associated with a greater chance of achieving a higher level of satisfaction. However, comparisons of the strength of influence between variables need to be interpreted with caution because the ordinal regression coefficients can be affected by the measurement scale and distribution of each predictor. Therefore, the results of this study are more accurately interpreted as product quality showing a relatively stronger positive association with consumer satisfaction compared to other variables, rather than as definitive evidence that product quality is the most dominant factor.

Overall, these results indicate that increased consumer satisfaction with SPHP rice is not solely influenced by the provision aspect through the implementation of GPM, but is also highly dependent on the quality of the rice received by consumers. Previous research (Fauzi et al., 2023) showed that location, product quality, price perception, and service quality each have a positive and significant influence on customer satisfaction.

#### 4. CONCLUSION

This study shows that consumer satisfaction with the Food Supply and Price Stabilization (SPHP) rice program in the Affordable Food Movement (GPM) program in Benteng District is high. Based on a Likert scale analysis, 78.41% of respondents were very satisfied and 21.59% were satisfied. These findings indicate that the program has been able to meet consumer expectations of obtaining rice at an affordable price and with quality that meets community needs.

The results of the non-parametric correlation test indicate that the availability and affordability of SPHP rice, product quality, and the implementation of GPM have a positive relationship with the level of consumer satisfaction, with the implementation of GPM showing a relatively stronger relationship compared to other variables. Meanwhile, the results of the ordinal logistic regression show that all three variables are also significantly related to the level of consumer satisfaction after being analyzed simultaneously. These findings indicate that consumer satisfaction with SPHP rice is not influenced by only one particular factor, but by a combination of aspects of supply availability, product quality, and the successful implementation of the program.

However, the results of this study should be interpreted taking into account the limitations of the research conducted in Benteng District and the specific observation period. Therefore, generalization of the findings to other areas requires caution. Therefore, program organizers are advised to continue to ensure the availability of SPHP rice supplies, maintain product quality, and improve the consistency of GPM implementation to maintain consumer satisfaction levels. Future research could expand the scope of the study and consider other factors that could potentially influence consumer satisfaction with the food stabilization program.

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