The Effectiveness of the Affordable Market Program in Improving Community Purchasing Power in Palu City

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Abstract

Purpose: This study investigates the effectiveness of the Cheap Market Program initiated by the Trade and Industry Office of Palu City in enhancing the purchasing power of lower-middle-income communities. The program acts as a local government intervention to control the rise in basic commodity prices, especially during festive seasons and economic instability.

Methodology/approach: A qualitative descriptive approach was used, involving data collection through observation, interviews, documentation, and a Likert-scale questionnaire. The instrument was based on Campbell's five indicators of effectiveness and distributed to 30 program beneficiaries.

Results/findings: The program was found to positively influence household purchasing power, particularly by offering affordable prices and ensuring staple goods availability. 63.3% of respondents rated the program as very effective, and 36.7% as effective. However, implementation challenges remain, including limited stock, long queues, and uneven information dissemination.

Conclusion: The Affordable Market Program in Palu City is effective in improving community purchasing power by providing subsidized essential goods. Despite limitations in coverage and resources, the program delivers meaningful economic benefits and should be sustained with improved targeting and coordination.

Limitations: The study is context-specific to Palu City and involves a limited number of respondents, thus restricting generalizability and statistical inference.

Contribution: The study contributes to the discourse on local government social welfare initiatives by providing empirical evidence of program effectiveness and offering recommendations to improve policy design and implementation.

Keywords: *Cheap Market, Government Program Effectiveness, Local Policy, Purchasing Power, Social Welfare.*

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1. Introduction

The phenomenon of rising staple food prices is a recurring and long-standing issue in Indonesia. This price instability directly affects people's ability to meet their basic needs, particularly among low- and middle-income groups (Siregar, 2015). When the prices of essential goods increase sharply, community purchasing power tends to decline, which subsequently contributes to rising inflation and widening socio-economic inequality (Silvia, Balafif, & Rahmasari, 2021). In many regions, especially developing cities such as Palu, this economic pressure is experienced repeatedly, particularly ahead of major religious holidays and during periods of national economic strain. As the center of economic activity in Central Sulawesi, Palu City faces challenges related to price stability and community purchasing power (Putera & Sallata, 2015).

In recent years, various social and economic shocks, including the pandemic and supply disruptions, have affected the stability of key commodity prices in this region (Febriana, Wijaya, & Arieftiara,

2024). In response to these pressures, the Palu City Government, through the Department of Trade and Industry (Disperindag), launched the Affordable Market Program as an intervention to help communities access staple goods at more affordable prices (Tamrin & Nursyamsi, 2020). This program is implemented based on Palu Mayor Regulation Number 15 of 2017, concerning the duties, functions, and work procedures of Disperindag. Its objective is to provide staple food and other essential goods at subsidized prices, primarily for citizens registered in the Integrated Social Welfare Data (DTKS) and as beneficiaries of the Family Hope Program (PKH). In addition, the affordable market sells non-subsidized goods at distributor prices, making them accessible to the broader public.

The program has become a routine annual agenda, strengthened ahead of major events such as Ramadan and Christmas, when market prices typically increase (Herman et al., 2024; Padmayoni, Widanti, & Dewi, 2025). According to information obtained from an interview with the Head of the Trade Division at Disperindag Palu City, throughout 2024, the program was conducted more than 20 times across various locations, in collaboration with partners such as Bulog, Rajawali Nusindo, and local distributors. During two days of implementation at the end of 2023, sales transactions exceeded IDR 285 million, reflecting high community participation and enthusiasm [insert reference]. However, in 2025, the program budget allocation decreased drastically to only IDR 200 million, which was sufficient for only eight implementation events. This reduction did not diminish the local government's commitment to continuing the program, but it inevitably affected the scope and distribution of activities (Kaliongga, Fadjryani, & Wulansari, 2020).

Subsidized commodities in this program include rice, granulated sugar, cooking oil, wheat flour, and eggs, with a subsidy value of IDR 5,000 per item (Kusdiana, Ridwan, & Suratman, 2024). The presence of an affordable market is considered helpful for low-income households in maintaining their purchasing power amid relatively high market prices. According to a statement from the Head of Bank Indonesia's DIY Representative Office, although the program does not directly reduce market prices, it has been shown to sustain public consumption and reduce local inflationary pressure. However, the implementation of this program faces several challenges.

One major issue is the limited coverage of the beneficiary data. Many low-income citizens are not registered in the DTKS or PKH, preventing them from accessing subsidized goods despite their strong need (Nainggolan & Ivanna, 2024). This condition creates inequality, complaints, and even social conflict in the field of work. In addition, limited stock and poorly organized distribution mechanisms lead to long queues, uneven distribution, and mismatches between supply and community demand. Another crucial barrier is the limited access to information regarding the schedule and location of affordable markets. Some communities do not receive information evenly, causing them to miss the opportunity to participate in the program (Nuraini, Muzakir, Ponirin, & Buntuang, 2025). In contrast, the implementation of affordable markets by local governments constitutes a highly relevant social policy for maintaining purchasing power and household economic resilience (Indraswari, Anjani, & Jamal, 2024).

In this context, the affordable market is not merely viewed as a subsidy program but also as a strategy to create microeconomic stability and strengthen the role of government in social protection based on basic needs (Hasibuan, Alfahrezi, & Hasibuan, 2025). Therefore, it is important to conduct a comprehensive evaluation of the program's effectiveness from the perspective of its beneficiaries. Previous studies have examined affordable markets in the context of price stabilization and social assistance. However, most studies remain descriptive and have not sufficiently explored program effectiveness in depth using five main indicators: program success, target achievement, public satisfaction, input–output balance, and overall goal attainment (Farida, Madani, & Tahir, 2022). Furthermore, research evaluating affordable markets in regions such as Palu City, which is characterized by distinct social, economic, and geographical conditions, remains limited (Septiyanti, 2024).

Therefore, this study aims to address this gap by focusing on evaluating the effectiveness of the Affordable Market Program implemented by Disperindag Palu City in improving the purchasing power

of low- and middle-income communities. Specifically, this study seeks to identify program success from the beneficiaries' perspective, assess the alignment between program targeting and implementation, measure public satisfaction levels, and evaluate the balance between inputs and outputs in achieving the program's objectives. The findings are expected to contribute both theoretically and practically to the development of affordable market policies that are more inclusive, effective, and adaptive to the dynamic needs of the community (Novalia. N., Kurniawan, Sudiyanto, Suhada, & Puspita, 2024).

2. Literature Review
2.1 Purchasing Power
Purchasing power refers to the ability of individuals, households, or community groups to obtain goods and services to meet their daily living needs (Silvia et al., 2021). The level of purchasing power is strongly influenced by several factors, such as income, the prices of goods, education, and consumption patterns. When the prices of basic necessities increase while income remains constant or declines, community purchasing power tends to weaken, particularly among vulnerable groups, such as low-income households (Nurkhanifah & Arifin, 2023). According to Atmaja and Maryani (2021), there are six main factors affecting community purchasing power:
1. Income level reflects an individual's economic capacity to purchase goods/services.
2. Education level, which correlates with knowledge of rational consumption and improved work capacity
3. The level of needs is individual in nature and depends on the socio-cultural environment.
4. Community consumption habits, influenced by lifestyle and social trends
5. Prices of goods, which, when too high, can reduce accessibility.
6. Fashion and trend factors may influence purchasing decisions, even when not always based on actual needs.

A decline in community purchasing power affects not only household consumption but also real sector growth. Therefore, policy interventions, such as subsidies for staple goods through affordable market programs, are important to maintain public access to basic necessities.

2.2 Effectiveness
Effectiveness in the context of public policy is defined as the degree to which a program successfully achieves its predetermined objectives (Farida et al., 2022). In social programs, such as affordable market initiatives, effectiveness is the primary benchmark for assessing whether the implemented strategies produce tangible benefits for the targeted beneficiaries. Effectiveness is not only measured by final outcomes but also by the implementation process, targeting accuracy, beneficiary satisfaction, and efficiency in the use of resources. Campbell, as cited in Lestanata and Pribadi (2016), identified five key indicators for assessing program effectiveness:
1. Program success refers to the achievement of the main objectives.
2. Target achievement, which measures whether the program reaches the intended groups.
3. Public satisfaction, as a subjective indicator for beneficiaries.
4. Input and output levels to assess the efficiency and productivity of implementation
5. Overall goal attainment and evaluation of program impact in a broader (macro) context.

Several contemporary studies, such as Herman et al. (2024), show that the effectiveness of affordable market programs is strongly influenced by distribution planning, field supervision, and alignment between the amount of assistance and the community's actual needs. A program is considered effective if it can maintain price stability, reduce inflation, and sustainably increase public access to staple goods.

2.3 Low- and Middle-Income Communities
Low- and middle-income communities refer to socioeconomic groups characterized by relatively low income, limited education, and restricted access to basic services. This group generally includes laborers, informal workers, smallholder farmers, micro-traders, and other marginalized groups (Nainggolan & Ivanna, 2024). Their characteristics include unstable income, limited business capital, low access to education and healthcare, and high dependence on government assistance (Putri, Martini,

& Hidayaht, 2024). In public policy contexts, low- and middle-income communities are often the primary targets of social-intervention programs. This is due to their economic vulnerability to market price fluctuations and to macroeconomic pressures.

According to (Armiyati, Putri, & Destiana, 2018), these characteristics make them highly sensitive to changes in basic commodity prices; thus, when prices rise, their consumption capacity is immediately affected. Putri et al. (2024) emphasized that subsidy-based programs, such as affordable markets, can function as socioeconomic balancing instruments. When this group's purchasing power is constrained by market price surges, subsidy programs become crucial to maintaining minimum household consumption levels. In this study, the three concepts purchasing power, program effectiveness, and the characteristics of low- and middle-income communities are synergistically interconnected.

The decline in purchasing power due to rising staple food prices places low- and middle-income communities in the most vulnerable positions. Therefore, the effectiveness of the affordable market program should be assessed not only from administrative aspects or formal target achievement but also from the extent to which the program improves public access to staple goods, strengthens purchasing power, and promotes a sense of social justice (Kusdiana et al., 2024). Thus, the success of the affordable market program depends heavily on a comprehensive understanding of the objective conditions of the target community and the program's capacity to respond to socio-economic challenges in a precise and measurable manner (Aprilian, Purnamasari, & Febriantin, 2025)

3. Research Methodology
3.1 Type and Research Approach
This study adopts a descriptive qualitative approach to describe and analyze social phenomena in depth based on empirical facts in the field. The aim was to obtain a comprehensive understanding of the effectiveness of the affordable market program implemented by the Palu City Department of Trade and Industry in improving the purchasing power of low- and middle-income communities. A descriptive qualitative design is considered appropriate because it can capture social realities contextually and interpretively through non-numerical data (Hofmann, Burke, & Zohar, 2017; Pati, Colorafi, & Evans, 2016). In this approach, the researcher serves as the primary instrument responsible for data collection, analysis and interpretation (Saputra et al., 2022). The researcher directly and intensively observed social interactions and local policy implementation in the affordable market program (Proborini, Ekowati, & Sumarjono, 2018).

3.2 Data Collection Techniques
Data were collected using four main techniques: observation, interviews, documentation, and a Likert-scale questionnaire as supporting data. These methods were selected to fulfill the principle of triangulation, which combines multiple sources of information to enhance data validity and credibility (Sugiyono, 2018).

3.2.1 Observation
Observations were conducted using both participatory and non-participatory methods at several affordable market implementation sites. The researcher was directly involved due to internship experience at the Palu City Department of Trade and Industry, which strengthened the validity of observations regarding program dynamics and interactions between implementers and the community.

3.2.2 Interviews
Semi-structured interviews were conducted with several key informants, namely the Head of the Trade Division, technical staff responsible for the affordable market program, and community beneficiaries of the program. This method enabled an in-depth exploration of their perceptions, experiences, and evaluations related to program implementation. This supports flexible meaning-making from the informants' perspectives.

3.2.3 Documentation

Documentary data were obtained from affordable market activity reports, institutional archives, photographs of program implementation, and transaction records provided by the Department of Trade and Industry (DTI). These documents served as complementary evidence to support the factual descriptions of the research findings.

3.2.4 Questionnaire

A questionnaire was used as supporting data and was developed based on Campbell's five effectiveness indicators: program success, target achievement, public satisfaction, input–output balance, and overall goal attainment. The questionnaire consisted of 16 statements measured using a 4-point Likert scale, as follows:

1 = strongly disagree,
2 = disagree,
3 = agree,
4 = strongly agree.

The Likert scale is one of the most widely used measurement tools in social research for assessing attitudes or perceptions toward specific phenomena (Tanujaya, Prahmana, & Mumu, 2022). The questionnaire was distributed in a closed format to 30 respondents who were purposively selected from community members participating in affordable market activities at several locations in Palu.

3.3 Research Participants

The participants in this study were divided into two categories:
1. Program implementers, consisting of officials and staff from the Palu City Department of Trade and Industry, were directly involved in the technical implementation of the affordable market program.
2. Beneficiaries, namely low- and middle-income community members, attended and received subsidized goods at the affordable market sites. Participant selection used purposive sampling, with the criterion that participants had direct experience of participating in the program within the last six months.

3.4 Data Analysis Technique

The collected data were analyzed using Miles' interactive model (Nurullah, 2021), which includes three main stages:

3.4.1 Data Reduction

Data reduction was conducted by filtering and summarizing key information from the interviews, observations, documentation, and questionnaire results. The analysis focused on program effectiveness indicators, such as implementation success and beneficiary satisfaction.

3.4.2 Data Display

The reduced data were organized in the form of descriptive narratives, subsidized goods transaction tables, price comparison tables, and direct quotations from informants. This presentation aims to facilitate conclusion drawing and provide a comprehensive overview of field conditions.

3.4.3 Conclusion Drawing and Verification

Conclusions were drawn based on the patterns, tendencies, and relationships among the data categories. Verification was performed through cross-validation of the interview results, observations, and quantitative questionnaire data to ensure consistency and accuracy in data interpretation.

4. Results and Discussion

4.1 Results

4.1.1 Price Conditions of Staple Foods in Traditional Markets in Palu City

Based on data from the National Strategic Food Price Information Center (PIHPS) for 2025, the average prices of staple foods in Palu City's traditional markets remain relatively high, particularly for key

commodities required for the daily consumption. This condition affects the purchasing power of the community, especially among low- and middle-income groups. The following are the average staple food prices:

Table 1. Average Staple Food Prices in Palu City Traditional Markets (PIHPS, 2025)

No	Item	Average Price (per kg)
1	Rice	15.100
2	Packaged Cooking Oil	23.250
3	Local Granulated Sugar	19.600
4	Wheat Flour	12.000
5	Shallots	41.400
6	Garlic	41.400
7	Bird's Eye Chili	52.150
8	Curly Red Chili	44.750
9	Milk	12.000
10	Chicken Meat	35.850
11	Eggs	30.550

Source: National Strategic Food Price Information Center (PIHPS), 2025

4.1.2 General Overview of the Affordable Market Program in Palu City

The Affordable Market Program, implemented by the Palu City Department of Trade and Industry (Disperindag), primarily aims to control inflation and improve the purchasing power of low- and middle-income communities by providing subsidized staple goods. Based on the Mayor of Palu Decree Number 500.2/258/PERDAGIND/2024 concerning the distribution of staple food subsidies through the affordable market program, the Mayor of Palu referring to Law Number 4 of 1994 and Law Number 11 of 2009 on Government and Social Welfare decided to establish the distribution of staple food subsidies through this program. The subsidy amount for low-income communities is set at IDR 5,000 (five thousand rupiah) per commodity per kg/g/ liter/head/can/10 eggs, and the subsidized staple goods include:

1. Wheat flour;
2. Packaged cooking oil;
3. Granulated sugar;
4. Eggs;
5. Rice;
6. Shallots;
7. Garlic;
8. Bird's eye chili;
9. Curly red chili;
10. Milk; and
11. Chicken meat.

Based on an interview with the Head of the Trade Division at Disperindag, this program has been running for approximately a decade and has continued to develop in terms of the number of activities, types of goods provided, and distribution mechanism. In 2024, the program was implemented approximately 20 times with wider regional coverage and a larger allocation of subsidized goods. However, in 2025, the frequency of the affordable market program decreased significantly to only eight implementations due to budget limitations of only IDR 200 million.

Affordable market activities are conducted in various urban villages (kelurahan) in Palu City and are supported through collaboration with multiple partners, such as Bulog, Rajawali Nusindo, and local distributors such as Alfamidi and Indomaret. In addition, support from Bank Indonesia helps the operation of Gadenolumako (Mobile Market), an innovation designed to reach communities in remote areas using a mobile market vehicle. The subsidized goods are intended for low-income communities registered in the Integrated Social Welfare Data (DTKS) and Family Hope Program (PKH). However, the general public is allowed to purchase non-subsidized goods at distributor prices. Despite the reduced

number of program implementations, the community continues to respond positively to the program. "I hope this affordable market will continue to run well and the stock of subsidized goods can be increased so we do not have to queue for too long," said Mrs. Helda, a community member interviewed during an affordable market event. Lower staple food prices compared to market prices remain the main factor that leads to the program being perceived as effective. However, the limited availability of subsidized goods is a major constraint. Many community members come to the affordable market sites but do not receive subsidized goods, particularly because the subsidy allocation is not proportional to high demand.

4.1.3 Analysis of Subsidized Goods Sales

Based on recapitulated sales data of subsidized goods during the 2024 affordable market activities, the program appears to have been successful in attracting the community's interest. The commodities with the highest sales include cooking oil, rice, and granulated sugar.

Table 2. Subsidized Goods Sales from Highest to Lowest (Palu City Disperindag Affordable Market Program, 2024)

No	Item	Sales Volume (Ltr/Kg/Pcs)	Notes
1.	Cooking Oil	35.448	Sales from March–December 2024
2.	Rice	30.240	
3.	Sugar	27.940	
4.	Eggs	9.240 (10 Eggs)	
5.	Wheat Flour	5.100	
6.	Milk	1.300	
7.	Shallots	1.281	
8.	Garlic	739	
9.	Bird's Eye Chili	0	
10.	Curly Red Chili	0	
11.	Chicken Meat	0	

Source: Processed data, 2025

4.2 Discussion

To understand the extent to which the Affordable Market Program improves community purchasing power, this analysis refers to the five effectiveness indicators proposed by Campbell. P. (1970) as cited in (Lestanata dan Pribadi, 2016), program success, target achievement, public satisfaction, input–output balance, and overall goal attainment were considered. The strength of this study lies in the integration of observation, interview, and questionnaire data, which provides a comprehensive understanding of program implementation from the beneficiaries' perspective. The findings are explicitly compared with those of previous studies to emphasize the novel academic contribution of this research.

4.2.1 Program Success

Program success is measured by the extent to which the primary objective providing affordable access to staple goods for low-income communities has been achieved, as follows: P. as cited in (Rachman, 2022) program success reflects effectiveness in terms of achieving pre-determined goals. The Affordable Market Program has been implemented for more than a decade and continues to develop in terms of product variety and distribution methods. Based on sales data and interviews with the Department of Trade and community members, the program is considered quite effective in helping residents obtain staple goods such as rice, cooking oil, and sugar at prices lower than the market prices. As a result, households can reduce their expenditures and increase their purchasing power.

"This program has been running since the office was still located on Jalan S. Parman, but the provision of subsidized goods has become more active in recent years. Public response to the affordable market is very positive, and people hope it will continue because it truly helps," — Ms. Andriani (Head of Trade Division)

The program is also considered successful because it continued to operate despite the 2025 budget being reduced to IDR 200 million, compared to the previous year. Community enthusiasm remained high, with subsidized goods often being sold out within a few hours.

"Subsidized goods sell out very quickly. The enthusiasm of the community is extremely high. I hope this activity can be held more frequently so more residents can benefit," — Ms. Lilis (Community Member)

Based on the above, the first indicator program success was met. Although the program does not directly reduce market prices, it effectively maintains purchasing power amid rising staple food prices, as evidenced by the rapid sales of key commodities such as cooking oil (35,448 liters) and rice (30,240 kg). This finding aligns with Farida et al. (2022), who argued that price stabilization programs can restrain local inflation. However, this study adds a practical distribution dimension that directly links program implementation to household purchasing power, an aspect that has not been explored in detail in previous research.

4.2.2 Target Achievement

This indicator assesses whether a program reaches its intended beneficiaries. The primary targets are low-income households registered in the Integrated Social Welfare Data (DTKS) and Family Hope Program (PKH) databases. Interviews with officials and beneficiaries indicate that those included in the subsidy scheme experienced direct benefits.

"Although the affordable market program has shown good results, there are still challenges, he said. Many residents are not registered in the DTKS, so we cannot sell subsidized goods to them. This is a dilemma because they clearly need assistance, but the system does not allow it to be provided. In addition, subsidized stock is often insufficient to meet demand," — Ms. Andriani (Head of Trade Division)

This reflects the gap between administrative requirements and on-the-ground realities. Overly strict verification systems risk excluding those who are in need. Observations and interviews also revealed the uneven dissemination of information regarding schedules and locations.

"I found out from a neighbor. If there were official announcements from the village office, more people could come earlier and avoid scrambling," — Ms. Zahra (Community Member)

Thus, while registered beneficiaries benefit, many vulnerable residents remain excluded because of database limitations. Unlike Rachman, (2022) who assessed effectiveness mainly through quantitative distribution outcomes, this study highlights verification system rigidity as a barrier to equitable access an underexplored issue in prior literature. Consequently, the second indicator has not been fully achieved, and improved data collection at the village level is recommended for future studies.

4.2.3 Public Satisfaction with the Affordable Market Program

Campbell's theory states that public satisfaction with a program reflects the extent to which beneficiaries feel satisfied with the quality of services and outcomes. The higher the quality of the program delivered, the higher the level of satisfaction experienced by beneficiaries, which in turn generates a positive evaluation of the program designers and implementers in this case, the government (Rachman, 2022). The results of the interviews with community members indicated a high level of satisfaction. Most residents stated that they were greatly assisted by the affordable housing program. Several respondents expressed the following views:

"Alhamdulillah, it is very helpful. Prices are lower than those in the regular market. Unfortunately, the queues are very long, and sometimes we do not get the goods."— Ms. Irmawati (Community Member)

"This program truly helps my family. I can buy rice, cooking oil, and sugar at lower prices."— Ms. Fita (Community Member)

"I am satisfied with the prices and service. However, the queues were long. I arrived in the morning but only received the goods in the afternoon. Standing for a long time is exhausting. It should be managed better."— Ms. Hairin (Community Member)

The main complaints raised by the community related to long queues and the rapid depletion of subsidized goods. Based on the interview results, the Department of Trade and Industry responded as follows:

"Public response to the affordable market program is very positive, and people hope that the program can continue. We will continue to make efforts to sustain this program because it is indeed very important in helping meet community needs." — Ms. Asmawati (Trade Division Staff)

"We are doing our best; however, the stock of goods is indeed very limited, he said. Public demand is much higher than the available budget."— Ms. Sintia (Trade Division Staff)

From these informant statements, it can be observed that community satisfaction with the benefits of the program is relatively high, although there are still shortcomings in its technical implementation. Unlike previous studies that only recorded administrative success or financial efficiency (Herman et al. (2024), this study explicitly links satisfaction perceptions to the technical aspects of implementation, such as service comfort, queue management effectiveness, and information availability at the sub-district level. Therefore, the satisfaction indicator has largely been fulfilled; however, improvements in service delivery and queue management systems are necessary.

4.2.4 Input–Output Balance

This indicator assesses the balance between the resources utilized (inputs) and the results achieved (outputs). If optimal output is achieved despite limited input, the program is considered to be efficient and effective. From the input perspective, the Affordable Market Program experienced a budget reduction in 2025, resulting in fewer implementation activities than in 2024. Consequently, opportunities for the community to access subsidized goods have become more limited.

"This year, the implementation of the affordable market was carried out in a limited number of areas. This was due to the government-allocated budget of IDR 200 million, which was allocated to eight affordable market events. By comparison, in 2024 the affordable market was implemented nearly 20 times, in addition to 28 implementations of Gadenolumako (mobile market)."— Ms. Andriani (Head of Trade Division)

From an output perspective, however, despite the reduced number of program implementations, effectiveness remained high. Subsidized goods continued to sell out at every event, and the community continued to benefit from meeting their daily needs at affordable prices.

"The prices here are cheaper than in regular markets. For example, cooking oil in the market can cost 18–20 thousand, but here it is only 14 thousand."— Ms. Intan (Community Member)

Although the input (budget) declined significantly, the output remained high. Subsidized goods were sold out at all implementation sites. This efficiency reflects effective resource optimization and the support of distribution partners, such as Bulog and Alfamidi. For instance, with only eight implementation events, the program was able to reach thousands of households. This study updates Istiqomah, (2018) which assessed efficiency solely based on cost comparisons and coverage areas. In contrast, this study develops an approach by measuring qualitative community perceptions of output and directly comparing them with annual fiscal inputs.

Given the output achievements, such as the distribution of thousands of liters of cooking oil, rice, and other staple goods, along with high community enthusiasm, the authors concluded that the affordable market program was effective for this indicator. Nevertheless, to further enhance effectiveness, increased budget allocation is necessary to provide a larger quantity of goods.

4.2.5 Overall Goal Attainment

According to Campbell J. P., overall goal attainment can be assessed by the extent to which an organization carries out its tasks to achieve its objectives (Rachman 2022). In general, the objectives of this program have been achieved, namely, maintaining the purchasing power of vulnerable communities. Staple food prices became more affordable, household economic burdens were reduced, and the program even generated indirect impacts on reducing stunting and extreme poverty in the country.

"Affordable markets are not just about cheap staple foods, he said. They also play a role in reducing the prevalence of stunting. For example, mothers can buy infant milk at affordable prices, which clearly affects their children's nutritional intake. This program also helps communities avoid extreme poverty."— Ms. Andriani (Head of Trade Division)

"This year, inflation dropped to 1.4%. One of the supporting factors was price stability from the affordable market."— Mr. Kenny (Trade Division Staff)

In addition, the researcher posed several questions to community members visiting the affordable market regarding the achievement of the program's goals. They reported increased purchasing power because they could buy more goods with limited funds.

"The existence of an affordable market can indeed be said to increase my family's purchasing power. Usually, I could only buy one liter of cooking oil because I also had to buy other necessities, but at the affordable market I can buy two liters and still purchase other needs."— Ms. Nurani (Community Member)

"I am very helped. Usually, I had to choose between oil or sugar; now I can buy both."— Ms. Sunderwati (Community Member)

"This affordable market must continue. It should even become a permanent program, not only during Ramadan or major holidays."— Mr. Najib (Community Member)

"With IDR 50,000, we can bring home three types of goods—something that cannot be done in a regular market."— Mr. Nawan (Community Member)

Interviews with the Department indicated plans to expand the program to reach remote areas and include nutritionally valuable commodities. This study adds an important contribution not found in previous research, namely, the linkage between the effectiveness of the affordable market and stunting reduction. This dimension broadens the policy scope from economic stabilization to nutritional fulfillment for vulnerable households, which is strategically relevant to national poverty alleviation programs.

The Department also plans to develop an affordable market program to reach remote areas and collaborate with BRIDA and the Department of Agriculture to integrate local and organic products. In addition, efforts are underway to provide other food products, such as fish and chicken. These initiatives demonstrate that the indicator of overall goal attainment has been fulfilled, as the program has had a tangible impact on improving community purchasing power and strengthening household economic resilience.

4.2.6 Questionnaire Data Processing

To support the qualitative data obtained from observations and interviews, this study employed a Likert-scale questionnaire with 16 statements. Each statement was developed based on Campbell's five effectiveness indicators. Respondents provided their assessments using a four-point scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, and 4 = Strongly Agree. The questionnaire was distributed to 30 respondents from the community who were beneficiaries of the affordable market program in Palu City. The classification of results was arranged based on score intervals proportionally derived from the

maximum possible score on the questionnaire. The processed results are presented in the following table:

Table 3. Summary of Questionnaire Results

Interval	Category	F	%
53-64	Very Effective	19	63,33
41-52	Effective	11	36,70
29-40	Not Effective	0	0,00
16-28	Very Not Effective	0	0,00
Total		**30**	**100,00**

To further clarify the distribution of respondents' assessments of the effectiveness of the affordable market program, the data in Table 3 are also visualized in the form of a bar chart.
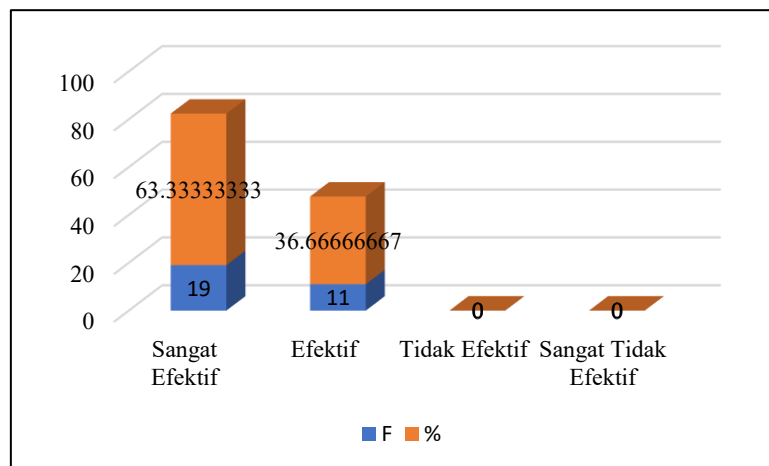

Figure 1. Bar Chart of Questionnaire Data Processing Results on the Effectiveness Level of the Affordable Market Program

Based on this visualization, the average questionnaire score fell within the 53–64 interval out of a maximum total score of 64, which proportionally indicates high effectiveness (very effective category). The absence of responses in the lower extremes (not effective) indicates a consistently positive perception among all respondents. The majority of respondents (63.3%) categorized the affordable market program as Very Effective, while the remaining respondents (36.7%) rated it as Effective. No respondents stated that the program was Not Effective or Very Not Effective. These findings indicate that, from the community's perspective, the implementation of the affordable market program met expectations in terms of price affordability, service quality, and availability of basic necessities. The results are consistent with observations and interview findings, which show strong public enthusiasm for the affordable market program despite the presence of technical constraints such as long queues and limited stock availability.

5. Conclusion
5.1 Conclusion
The Affordable Market Program, organized by the Palu City Department of Trade and Industry, has proven highly effective in enhancing the purchasing power of low- and middle-income communities. By providing subsidized basic necessities at strategic times, such as prior to major religious holidays, the program successfully reduced household expenditure burdens and maintained food price stability. Although there was a reduction in budget allocation in 2025, which resulted in fewer implementation events, the program's effectiveness remained evident, as reflected in strong community enthusiasm and high absorption rates of subsidized goods. However, several implementation challenges require serious attention. These include limitations in beneficiary data, which lead to the exclusion of vulnerable communities not registered in the Integrated Social Welfare Data (DTKS) or the Family Hope Program

(PKH), as well as technical constraints, such as long queues, uneven dissemination of information, and limited availability of subsidized goods. The questionnaire findings support the interview and observation results, showing that all respondents perceived the program as effective, with the majority rating it as very effective. Indirect impacts were also identified, particularly the program's contribution to reducing stunting and extreme poverty in Palu. Based on the overall findings, the key conclusions of this study are as follows.

1. The program is effective in strengthening community purchasing power and maintaining the stability of prices.
2. Public satisfaction levels are high despite the presence of technical implementation barriers.
3. Distribution has not yet been fully equitable due to limitations in beneficiary data and subsidized stocks.
4. The program makes a tangible contribution to strengthening social protection and controlling local inflation in the Philippines.
5. The program should continue with strengthened efforts in beneficiary data collection, logistics, and public outreach.

Therefore, the Affordable Market Program must be developed sustainably as a basic-needs-based social protection strategy that adapts to the economic conditions of vulnerable communities.

5.2 Limitations

This study had several limitations. First, the scope of this research is limited to the Affordable Market Program implemented by the Palu City Department of Trade and Industry (DTI). This specific geographic and programmatic focus may limit the generalizability of the findings to other regions or different types of social welfare programs. Second, this study primarily employed a descriptive qualitative method, which relied heavily on perceptions collected through interviews and Likert-scale questionnaires from 30 beneficiaries. Although this approach provides in-depth insights into program effectiveness from the community perspective, it may lack sufficient quantitative robustness to establish direct causal relationships or broader statistical inferences. The sample size of 30 respondents, while adequate for qualitative insights, may not fully represent the diversity of experiences among all low- and middle-income communities in Palu. In addition, data collection was conducted over a specific time period, which may not capture seasonal variations or the long-term impact on purchasing power. Finally, this study does not examine detailed financial aspects or conduct a cost–benefit analysis of the program, instead focusing primarily on perceived effectiveness from the beneficiaries' perspective.

5.3 Future Research

Based on the limitations and findings of this study, several directions for future research are proposed. Future studies may expand the scope by conducting comparative analyses of similar affordable market programs in different cities or regions to assess their varying impacts and identify best practices. A mixed-methods approach that integrates a more extensive quantitative analysis, such as econometric modeling, to examine actual changes in purchasing power or market stabilitywould provide a more comprehensive understanding. Longitudinal studies that track the long-term effects of such programs on household economies and community resilience are also highly valuable. In addition, future research could investigate supply chain management and the logistical challenges faced by implementing agencies to ensure a more equitable and efficient distribution of goods. A detailed cost–benefit analysis from the government's perspective could further inform policy decisions regarding the sustainability and scalability of these interventions. Finally, studies exploring the role of technology or digital platforms in improving access to information and distribution for similar social programs may offer innovative solutions to address the existing challenges.

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