

## INTISARI

Pemasaran cabai keriting yang tidak efisien mendorong terbentuknya pasar lelang sebagai alternatif sistem. Penelitian ini bertujuan untuk membandingkan kinerja layanan Pasar Lelang PPHPM Sleman dan Tani Sari Kulon Progo, serta membandingkan integrasi pasar—secara spasial antara kedua pasar lelang dan secara vertikal antara masing-masing pasar lelang dengan harga grosir di pedagang besar Jakarta. Data yang digunakan meliputi persepsi *stakeholder* terhadap kinerja layanan berdasarkan lima dimensi SERVQUAL serta data harga lelang cabai keriting berdasarkan waktu lelang periode Mei 2022–Oktober 2024. Analisis dilakukan dengan uji beda statistik, *Customer Satisfaction Index* (CSI), dan metode VAR/VECM. Hasil penelitian menunjukkan bahwa kinerja layanan Tani Sari Kulon Progo unggul pada dimensi *responsiveness*, *reliability*, dan *assurance*, sedangkan PPHPM Sleman unggul pada *tangible*. Nilai CSI keduanya berada pada kategori sangat puas (PPHPM Sleman 82,90%; Tani Sari Kulon Progo 81,66%). Analisis integrasi pasar menunjukkan hubungan spasial dengan Tani Sari Kulon Progo sebagai pemimpin harga dan PPHPM Sleman sebagai pengikut, serta masing-masing pasar lelang terintegrasi secara vertikal dengan pedagang besar Jakarta di mana pedagang besar Jakarta berperan sebagai pemimpin harga di masing-masing pasar lelang.

**Kata Kunci:** Cabai Keriting, Pasar Lelang, Kinerja Layanan, Integrasi Pasar, SERVQUAL, VAR/VECM.

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Pembimbing Utama



(Prof. Dr. Jamhari, M.P.)

## **ABSTRACT**

The inefficiency of curly red chili marketing has led to the establishment of auction markets as an alternative system. This study aims to compare the service performance of the PPHPM Sleman and Tani Sari Kulon Progo auction markets, as well as to examine market integration—spatially between the two auction markets and vertically between each auction market and wholesale prices in Jakarta. The data consist of stakeholders' perceptions of service performance based on the five SERVQUAL dimensions, as well as auction price data of curly red chili based on auction times from May 2022 to October 2024. The analysis employed statistical difference tests, the Customer Satisfaction Index (CSI), and the VAR/VECM method. The findings reveal that the service performance of Tani Sari Kulon Progo outperforms in responsiveness, reliability, and assurance, while PPHPM Sleman excels in tangible aspects. Both markets fall under the “very satisfied” category, with CSI values of 82,90% for PPHPM Sleman and 81,66% for Tani Sari Kulon Progo. Market integration analysis shows spatial integration with Tani Sari Kulon Progo acting as the price leader and PPHPM Sleman as the follower, as well as vertical integration in which each auction market is linked to Jakarta wholesalers, who serve as the price leaders in both auction markets.

**Keywords:** *Curly Chili, Auction Market, Service Performance, Market Integration, SERVQUAL, VAR/VECM.*

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Main Advisor



(Prof. Dr. Jamhari, M.P.)