



Intisari

**EFISIENSI DISTRIBUSI PUPUK UREA BERSUBSIDI
DI KABUPATEN BANJARNEGARA**

Annisa Listya, Suhatmini Hardyastuti dan Dwidjono Hadi Darwanto

Penelitian dengan judul “Efisiensi distribusi Pupuk Urea Bersubsidi di kabupaten Banjarnegara” ini bertujuan untuk 1) mengetahui harga pupuk urea bersubsidi yang diterima petani apakah sudah sesuai dengan Harga Eceran Tertinggi (HET), 2) menganalisis faktor-faktor yang mempengaruhi harga pupuk urea bersubsidi di tingkat petani yakni rata-rata biaya transportasi, jarak, jumlah pupuk urea bersubsidi, dan saluran distribusi, 3) mengetahui margin pada setiap lembaga distribusi pupuk urea bersubsidi, 4) mengetahui tingkat monopoli pada setiap lembaga distribusi pupuk urea bersubsidi, 5)mengetahui tingkat efisiensi pendistribusian pupuk urea bersubsidi. Keefektifan HET dihitung melalui analisis perbandingan harga ditingkat petani dengan HET. Faktor-faktor yang mempengaruhi harga pupuk urea bersubsidi di tingkat petani dihitung menggunakan analisis regresi linear berganda. Margin dihitung dari selisih harga beli dikurangi dengan harga jual. Nilai indeks monopoli ditentukan dari perbandingan margin dengan biaya variabel. Tingkat efisiensi ditentukan dari nilai indeks efisiensi teknis dan indeks efisiensi ekonomis. Hasil penelitian menunjukkan bahwa HET dinyatakan tidak efektif. Faktor yang berpengaruh secara signifikan terhadap harga pupuk urea bersubsidi di tingkat petani adalah biaya transportasi. Margin tertinggi berada pada saluran II. Nilai indeks monopoli tertinggi terbentuk pada lembaga kelompok tani di saluran II. Lembaga yang paling efisien menyalurkan pupuk urea bersubsidi adalah Distributor.

Kata kunci : pupuk urea bersubsidi, distribusi HET, margin pemasaran, *monopoly performance index*, efisiensi pemasaran.



Abstract

THE EFFICIENCY OF SUBSIDIZED UREA FERTILIZER DISTRIBUTION
IN BANJARNEGARA DISTRICT

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This research entitled 'The Efficiency of Subsidized Urea Fertilizer Distribution in Banjarnegara District' aims to 1) know whether the price of subsidized urea fertilizer accepted by farmers is based on the highest retail price or Harga Eceran Tertinggi (HET), 2) analyze the factors that influence the price of subsidized urea fertilizer on farmers: the average of transportation costs, the distance, the amount of subsidized urea fertilizer, and distribution channels, 3) know the margin of each subsidized urea fertilizer distribution agencies, 4) find out the monopoly level of each subsidized urea fertilizer distribution agencies, 5) know the efficiency level of subsidized urea fertilizer distribution. HET effectiveness was counted by analyzing the comparison between farmers' price level and HET. Factors that influence the price of subsidized urea fertilizer on farmers were counted using multiple linear regression analysis. The margin was seen by counting the cost difference between the selling price and the purchasing price. The monopoly performance index level was decided by the comparison between margin and variable cost. The efficiency was decided from efficiency index the technical efficiency and the economical efficiency. The results of the research show that HET is ineffective. A significant factor that influences the price of subsidized urea fertilizer from farmers is transportation costs. The highest margin exists on channel II. The highest monopoly performance index level is formed by farmer's organization on channel II. The most efficient agency to distribute subsidized urea fertilizer is Distributor.

Keywords: subsidized urea fertilizer, *HET*, marketing margin, monopoly performance index, marketing efficiency.