

INTISARI

Sayuran segar tidak hanya dijual di pasar tradisional, namun juga di pasar modern seperti *supermarket*. Faktanya, harga jual sayuran di *supermarket* berbeda dengan harga jual sayuran di pasar tradisional. Harga jual merupakan variabel yang sangat penting dan menentukan baik bagi pengusaha maupun konsumen. Bagi pengusaha, penetapan harga jual berpengaruh pada permintaan dan keuntungan. Sedangkan bagi konsumen, harga jual mempengaruhi keputusan konsumen untuk membeli atau tidak atas produk yang ditawarkan. Karakteristik sayuran adalah mudah rusak sehingga supermarket harus memasok sayuran segar setiap hari bagi konsumen. Berdasarkan kondisi tersebut, penelitian ini bertujuan mengidentifikasi variabel-variabel yang mempengaruhi pengambilan keputusan supermarket dalam menentukan harga jual sayuran. Kemudian, dianalisis hubungan tiap variabel terhadap harga sayuran supermarket dengan *Principal Component Analysis* (PCA). Terakhir, membangun model penentuan harga sayuran di supermarket menggunakan *Partial Least Square* (PLS).

Dilakukan observasi data sayuran non organik di salah satu *National Chain Store* terbesar di Yogyakarta yang memiliki 8 cabang supermarket, mulai bulan Januari hingga Juni 2015. Data penelitian diambil dari harga jual sayuran di supermarket dan *supplier* pada bulan Maret 2015. Terdapat 39 sampel harga sayuran, 25 sampel harga sayuran dipakai untuk membangun model dan 14 sampel sisanya adalah untuk memvalidasi model. Data harga sayuran *supplier* diperoleh dari 1 *supplier* yang memasok ke supermarket observasi. Dengan pengalaman kerja dalam bidang pasokan sayuran segar sejak tahun 2006, data harga jual sayuran dari *supplier* tersebut dapat mencukupi kebutuhan data untuk penelitian ini.

Diketahui bahwa harga sayuran di supermarket merupakan penjumlahan dari harga sayuran *supplier* dan *mark up* dari harga *supplier* tersebut. Hasil penelitian menunjukkan bahwa harga *supplier* merupakan salah satu variabel yang berpengaruh secara langsung terhadap harga sayuran di supermarket. Untuk variabel *mark up*, diidentifikasi faktor-faktor yang mempengaruhi besaran *mark up* untuk tiap sayuran yang diteliti. Dengan menggunakan metode klustering data sayuran diperoleh identifikasi awal faktor-faktor yang mempengaruhi variabel *mark up* harga sayuran di supermarket. Kemudian faktor-faktor tersebut dikonfirmasi melalui wawancara dengan supermarket, hingga diperoleh 4 variabel yang mempengaruhi *mark up* harga sayuran yaitu Segmentasi Konsumen, Pengaruh Harga Pasar, Pengaruh Harga Impor, dan *Packaging*. Hasil PCA memberikan informasi variabel penting terhadap besaran *mark up* harga sayuran yaitu Pengaruh Harga Pasar, Pengaruh Harga Impor, dan *Packaging*. Ketiga variabel ini berkorelasi tinggi baik terhadap *mark up* maupun harga sayuran di supermarket. Segmentasi Pasar tidak berkorelasi secara signifikan terhadap besaran *mark up* dan harga sayuran di supermarket. Terakhir, dengan menggunakan *Partial Least Squares* (PLS) dibangun model matematis penentuan harga sayuran di supermarket. Model 1 dengan 25 data dan Model 2 dengan 14 data sayuran. Y sebagai *mark up*, dan X adalah variabel Segmentasi Konsumen, Pengaruh Harga Pasar, Pengaruh Harga Impor, dan *Packaging*. Diberikan contoh perhitungan harga sayuran di supermarket menggunakan model yang dibangun.

Kata kunci: Faktor penentu harga sayuran non organik, Pengambilan keputusan, Supermarket, Yogyakarta, PCA, PLS.

ABSTRACTS

Fresh vegetables are provided both at traditional markets and modern markets such as supermarkets. Comparing to the selling price of vegetables, supermarket and traditional market apply a different pricing strategy. The selling price is a very important variable for retailers and consumers. For retailers, the selling price setting affect demand and profits. While for consumers, it influences the consumer's decision of a product offered. Vegetables are perishable products that it's substantial for supermarket to meet consumer needs of fresh vegetables every day. This study aims to identify influenced variables to the complicated price of vegetables at supermarket. The correlation of each variables to vegetable prices is also analyzed using Principal Component Analysis (PCA). Finally, a vegetable pricing model at supermarket is constructed by Partial Least Square (PLS).

The selling price data of non-organic vegetables were observed at one of the largest National Chain Store in Yogyakarta, which has eight branches of the supermarket, within January to June 2015. This study used the selling price data of vegetables in the supermarket and suppliers channel in March 2015. There are 39 samples of vegetable prices which 25 samples of them are used to build the model and the remaining 14 samples are to build a validation model. Supplier's vegetable prices obtained from one supplier who has been experiencing on vegetable supply business to supermarket since 2006. Thus, the data sales price of vegetables from the supplier can meet the needs of the data for this study.

The supermarket vegetable pricing is the sum of the prices of vegetables suppliers and mark up of the supplier's price. The results showed that the price of the supplier significantly affect the price of vegetables in the supermarket. By using clustering method of vegetables pricing data gained early identification of influenced factors to mark up price of vegetables in the supermarket. These factors confirmed through interviews with the supermarket has led to 4 important variables affecting the price of vegetables; Consumer Segmentation, Market Price Effect, Effects of Import Prices, and Packaging. PCA results provided important information among those 4 variables that Market Price Effect, Import Price Effect, and Packaging are highly correlated both to mark up and the price of vegetables in the supermarket channel. Market segmentation is not significantly correlated to mark up and the price of vegetables in the supermarket. Lastly, by using Partial Least Squares (PLS) constructed a mathematical model of the determination of vegetables pricing in the supermarket with Y as Mark Up, and Xs are Consumer Segmentation, Market Price Effect, Effects of Import Prices, and Packaging. Given an example of calculation of vegetables pricing in the supermarket using a model built.

Keywords: Non-organic vegetables, Factors of vegetables pricing, Supermarket Decision Making, Yogyakarta, PCA, PLS