

ABSTRAK

Penelitian ini berjudul analisis pengaruh lokasi penjualan terhadap harga ikan di Kabupaten Cilacap. Harga ikan bervariasi antar lokasi karena perbedaan distribusi, biaya operasional, dan penanganan produk. Tujuan penelitian ini untuk mengetahui pengaruh lokasi penjualan terhadap harga ikan bandeng, tongkol, dan kembung. Metode penelitian menggunakan observasi, wawancara, dan kuesioner pada 10 pedagang dan 10 konsumen. Hasil penelitian menunjukkan perbedaan harga yang signifikan antar lokasi dengan nilai $F_{13,96}$ dan $p < 0,001$. Harga terendah ada di TPI dan tertinggi ada di supermarket serta *e-commerce*. Konsumen memilih lokasi berdasarkan kualitas dan kenyamanan.

Kata kunci: *Pengaruh Lokasi, Harga Ikan, Tongkol, Kembung, Bandeng*



ABSTRACT

This study examines the influence of sales location on fish prices in Cilacap Regency. Fish prices vary across locations because of differences in distribution, operational costs, and product handling. The purpose of this research is to identify how sales location affects the prices of milkfish, tuna, and mackerel. The research methods include observation, interviews, and questionnaires involving 10 sellers and 10 consumers. The results show significant price differences across locations with an F value of 13.96 and $p < 0.001$. The lowest prices are found at the Fish Auction Place and the highest prices at supermarkets and e commerce. Consumers choose locations based on quality and convenience.

Keyword: *Location Effect, Fish Price, Skipjack Tuna, Mackerel, Milkfish*

