

RINGKASAN

Logistik merupakan kegiatan menyampaikan produk yang tepat kepada konsumen, pada lokasi yang tepat, waktu yang tepat dan biaya yang minimum. Tujuan penelitian adalah: 1) Mengetahui fasilitas dan sistem logistik produk sayuran di pusat produksi sayuran Karangreja, Kabupaten Purbalingga, 2) Menganalisis jaringan logistik sayuran dari pusat produksi di STA Kutabawa ke beberapa pusat pasar di Jawa Tengah, Jawa Barat dan DKI Jakarta, 3) Menganalisis biaya logistik dari STA Kutabawa ke Pasar Purwokerto, Cirebon dan Jakarta, 4) Menganalisis efisiensi sistem logistik di STA Kutabawa.

Penelitian dilaksanakan di STA Kutabawa Kecamatan Karangreja, Kabupaten Purbalingga, pada bulan Juni sampai dengan Juli 2019. Metode pengambilan sampel menggunakan *proportionate stratified random sampling*, didapatkan sampel sejumlah 20 responden yang terdiri dari pedagang besar 9 dan pedagang menengah 11. Metode analisis yang digunakan yaitu analisis penerimaan, pendapatan, ketepatan waktu pengiriman, kualitas produk, efisiensi teknis dan ekonomis serta deskriptif.

Hasil penelitian menunjukkan bahwa; 1) STA Kutabawa memiliki fasilitas logistik terdiri dari pasar seluas 8.600m² terbagi menjadi 60 los, gudang seluas 224m². Alat transportasi (pick up, truk engkel dan truk besar), kemasan (gulungan, karung plastik, peti kayu), 2) Sistem logistik di STA Kutabawa dikategorikan menjadi sistem fleksibel. Sistem logistik terdiri dari 3 komponen yaitu penanganan pasca panen, transportasi dan komunikasi pasar, 3) Kualitas produk berdasarkan kerusakan yang diterima konsumen Purwokerto sebesar (1,4%). Cirebon sebesar (3,2%) dan Jakarta sebesar (5,5%), 4) Ketepatan waktu, dalam 10 kali pengiriman ke Purwokerto sebesar (60%), Cirebon sebesar (52%), Jakarta sebesar (70%), 5) Biaya logistik perkilogram ke Purwokerto dengan kemasan gulungan, karung plastik dan peti kayu masing-masing Rp290,00, Rp322,00, dan Rp488,00. Biaya logistik perkilogram ke Cirebon dengan kemasan gulungan, karung plastik dan peti kayu masing-masing Rp599,00, Rp631,00 dan Rp797,00. Biaya logistik perkilogram ke Jakarta dengan kemasan gulungan, karung plastik dan peti kayu masing-masing Rp436,00, Rp463,00 dan Rp604,00, 6) Tingkat efisiensi teknis, Jakarta merupakan yang paling efisien. Efisiensi ekonomis, Purwokerto merupakan yang paling efisien.

SUMMARY

Logistics is an activity of delivering the right product to customers, in the right location, the right time and the minimum cost. The research objectives are: 1) Knowing the facilities and logistics systems of vegetable products in the Karangreja vegetable production center, Purbalingga Regency, 2) Analyzing the vegetable logistics network from the production center at STA Kutabawa to several market centers in Central Java, West Java and DKI Jakarta, 3) Analyzing logistics costs from STA Kutabawa to Purwokerto Market, Cirebon and Jakarta, 4) Analyzing the efficiency of the logistics system at STA Kutabawa.

The study was started at STA Kutabawa District Karangreja, Purbalingga Regency, in June to July 2019. The sampling method using proportionate stratified random sampling, is obtained 20 respondent, consists of 9 big trader and 11 intermediate trader. Analysis method using analysis of acceptance, profitability, level of punctuality of delivery, product quality, technical and economic efficiency and descriptive.

The results showed that 1) STA Kutabawa has a logistics facility consists of market covering an area of 8600m² divided into 60 los, warehouse covering an area 224m². The transportation (pick up, engkel trucks and large trucks). Packaging (rolls, plastic sacks, wooden crates), 2) The logistics system at STA Kutabawa is categorized as a flexible system. The logistics system consists of 3 components such as post-harvest handling, transportation and market communication, 3) The quality of product based on damage received by Purwokerto consumers by (1,4%), Cirebon (3,2%) and Jakarta (5,5%), 4) The level of on time, in 10 times delivery to Purwokerto (60%), Cirebon (52%) and Jakarta (70%), 5) Logistics costs per kilogram to Purwokerto with rolls, plastic sacks and wooden crates are Rp290,00, Rp322,00, and Rp488,00. Logistics costs per kilogram to Cirebon with rolls, plastic sacks and wooden crates are Rp599,00, Rp631,00 and Rp797,00. Logistics costs per kilogram to Jakarta with rolls, plastic sacks and wooden crates are Rp436,00, Rp463,00 and Rp604,00, 6) The level of technical efficiency, Jakarta is the most efficient. Economic efficiency, Purwokerto is the most efficient.