

## ABSTRAK

### PREFERENSI PEDAGANG PERANTARA TERHADAP KRITERIA SUPPLIER MELON PREMIUM DI TAMAN HATI FARM

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Taman Hati Farm merupakan *supplier* melon premium yang memiliki kendala pemasaran. Meskipun *supply* lebih sedikit daripada *demand*, permasalahan pemasaran masih dapat terjadi apabila strategi pemasaran kurang efektif. Strategi pemasaran yang efektif dapat dibangun melalui analisis pasar. Penelitian ini bertujuan untuk mengetahui preferensi pedagang perantara terhadap kriteria *supplier* melon premium, menganalisis perbedaan preferensi tersebut, serta menganalisis kriteria mana yang paling dipertimbangkan pedagang perantara dalam keputusan pemilihan *supplier* di Taman Hati Farm. Waktu penelitian pada Desember 2024 sampai Juni 2025. Metode penelitian survei dengan metode analisis *Chi-Square* dan Multiatribut Fishbein. Teknik penarikan sampel secara *purposive*, dengan jumlah 10 orang. Hasil penelitian menunjukkan bahwa kriteria *supplier* yang menjadi preferensi pedagang perantara di Taman Hati Farm yaitu mampu memenuhi spesifikasi pesanan, konsisten dalam memberikan kualitas, *grade A*, biaya transportasi ditanggung pedagang, moda transportasi mobil *pick up*, pengiriman tepat waktu, mampu memenuhi jumlah pesanan, cepat tanggap menanggapi keinginan pelanggan, fleksibel, memberi garansi, mampu menjaga kesepakatan, prosedur klaim garansi mudah, harga yang ditawarkan Rp22.000-25.000 per kilogram, harga dan kualitas sesuai, dan cara pembayaran di muka. Terdapat perbedaan preferensi pedagang perantara terhadap sebagian besar indikator kriteria *supplier* melon premium, kecuali indikator biaya transportasi dan cara pembayaran. Kriteria yang paling dipertimbangkan secara berurutan adalah kualitas, riwayat kinerja, harga, garansi kebijakan klaim, dan pengiriman.

**Kata kunci:** Kriteria *Supplier*, Preferensi Pedagang Perantara, Melon Premium

**ABSTRACT**

**INTERMEDIARY TRADERS' PREFERENCES TOWARDS PREMIUM  
MELON SUPPLIER CRITERIA AT TAMAN HATI FARM**

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*Taman Hati Farm is a premium melon supplier facing marketing challenges. Even though supply is lower than demand, marketing challenges can still occur if the marketing strategy is ineffective. An effective marketing strategy can be developed through market analysis. This research aims to identify the preferences of intermediary traders regarding the criteria for premium melon suppliers, analyze the differences in these preferences, and determine which criteria are most considered by intermediary traders in selecting suppliers at Taman Hati Farm. The research was conducted from December 2024 to June 2025. The research method used was a survey with Chi-Square and Multi-attribute Fishbein analysis. The sampling technique was purposive sampling with 10 respondents. The results showed that the supplier criteria preferred by intermediary traders at Taman Hati Farm include the ability to meet order specifications, consistency in quality, grade A melons, transportation costs borne by traders, pick-up truck as the transportation mode, timely delivery, ability to fulfill order quantities, responsiveness to customer requests, flexibility, provision of guarantees, ability to uphold agreements, easy warranty claim procedures, prices offered at IDR 22,000-25,000 per kilogram, price and quality alignment, and advance payment methods. There were differences in preferences among intermediary traders for most supplier criteria indicators, except for transportation costs and payment methods. The most considered criteria in order are quality, performance history, price, warranty claim policies, and delivery.*

**Keywords:** *Supplier Criteria, Intermediary Traders' Preferences, Premium Melon*