ABSTRACT

FX. UNTORO NUGROHO *"LOCATION FACTOR INFLUENCE AND MARKET MANAGEMENT OF COMMODITY PRICES IN GROSIR MARKET"*

CASE STUDY (PASAR INDUK TANAH TINGGI TANGERANG DAN PASAR INDUK KRAMAT JATI)

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The city became the center of trade between industrial manufacturers that produce goods and the farmers who supply the food commodity in which the market is becoming an important place for the residents of the city and around the city to get together and make a trade. In the context of commodity trading markets; in this case the vegetables and fruit; consists of a series of processes that have a fairly long chain. Starting from upstream to downstream, which involves starting from farmers - collectors - middlemen or suppliers - grosir market traders - traders traditional markets - the end consumer. This shows that; at every stage of the distribution will be changes in commodity prices. Wholesale market is one of the distribution chain that had a role in changing commodity prices. It mainly deals with the location and management in the wholesale market. How big is the commodity price changes that occur in the distribution chain as well as in the grosir market as part of which varies depending on distance, cost and time displacement (location), the risks associated with commodity characteristics, as well as in the management of each of these stages. This study was conducted to determine how much influence the cost arising from the location factor and the market management to commodity prices in the Grosir Market. The study took the case in Pasar Induk Tanah Tinggi (PITT) Tangerang *and* Pasar Induk Kramat Jati (PIKJ) Jakarta.

(Keywords: Grosir Market, Commodity Prices, Location Factor, Grosir Market Management)