ABSTRACT

The Relation Among Physical Attractiveness, Cross Cultural, and Acceptance Standard of The Supermarket in The Process of Fresh Vegetables Supplies by Local Farmers in XYZ, Tbk Company

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The aim of this research are to (1) analyze the possibilities whether physical attractiveness become one of the factors that influence the acceptance of supermarket towards local farmers, (2) analyze the possibilities whether cross cultural -as the impact of two different culture having interact- become one of the factors that influence negotiation between local farmers and supermarket, (3) test the possibilities of interest influenced by complaining behavior, word of mouth, purchase intentions, and price sensitivity and the impact towards local farmers as the suppliers of supermarket, and (4) analyze the possibilities whether the interest of supermarket to cooperate with local farmers influenced by gender variable.

This research has been done in few farmer’s team located in Cibodas village, Lembang, Bandung. In the side of supermarket, research has been done in XYZ, Tbk Company, Jakarta. The local farmers group that became the object of this research are registered as fresh vegetables’s suppliers in XYZ, Tbk Supermarket. The method of this research is a case study. Statistical tools that been used in this research are descriptive analysis, gap analysis, bivariate correlation’s analysis, and cross tabulation analysis.

According to the result, there are several things that required extra consideration, whether from the supermarket sides, or the local farmers as the suppliers. The local farmers as the fresh vegetables’s suppliers needs more guidance related to farming and its technology. Not only that but these local farmers also needs to learn how to maintain long relationships between each organization beyond the name of cooperation. From the supermarket sides, it is important that supermarket gives the equal opportunity unlimited to gender variables.