

## **ABSTRACT**

### **THE RICE DISTRIBUTION CHAIN IN BANDAR LAMPUNG CITY**

**By**

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This study aims to: (1) determine the efficiency of the rice distribution chain in the Bandar Lampung city, (2) determine the mechanism of determining the rice price at consumer level of Bandar Lampung city, (3) factors causing the high price of rice at consumer level in Bandar Lampung city based marketing margins. This study used survey method with snowball sampling. Determination of areas with purposive sample, in Tugu Market and Long Market, the city of Bandar Lampung. The overall number of respondents 55 people, consisting of traders 5 people, 4 mills, 12 wholesalers and retailers 34. Data collected through interviews with respondents using questionnaires. Data were analyzed by simple tabulation. The results showed that: 1) distribution chain of rice in the Bandar Lampung city is inefficient due to milling benefit is greater than the other institutions as well as the value of RPM is not spread evenly, 2) the mechanism of determining the selling price of rice using the cost-plus pricing method, with cost approach, which is a combination of benefits and costs of all marketing institutions, and 3) based on the analysis of marketing margins, the highest of rice price at consumers level in Bandar Lampung caused by high transportation costs as big as 49,6%.

**Keywords :** Distribution Chain, Margin Analyzed, Marketing Expenditure, Marketing Margin, Rice Mill, Rice Price.