

PRIORITY ANALYSIS OF POSTHARVEST QUALITY STANDARDS FOR ORGANIC VEGETABLES IN MODERN RETAIL MARKETS

THESIS



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**AGRIBUSINESS STUDY PROGRAM
FACULTY OF AGRICULTURE
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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Hereby declare that in this Thesis scientific document, there is no part of any other scientific work that has been submitted to obtain an academic degree at any higher education institution, nor are there any works or opinions that have been written or published by other individuals/institutions, except those that are properly cited in this document and fully listed in the references.

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Surabaya, 16 July 2026
Declared by,



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PREFACE

Praise be to Allah SWT for His abundant blessings, mercy, and grace, which have enabled the author to complete this undergraduate thesis successfully and on time. Thesis with the title Priority Analysis of Postharvest Quality Standards for Organic Vegetables in Modern Retail Markets is submitted as one of the requirements for obtaining a Bachelor's degree in the Agribusiness Study Program, Faculty of Agriculture, Universitas Pembangunan Nasional "Veteran" Jawa Timur.

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The author recognizes that this undergraduate thesis still has several limitations and imperfections. Therefore, constructive criticism and suggestions are highly appreciated for the improvement and refinement of this work. It is hoped that this undergraduate thesis will serve as a useful source of information and knowledge for future readers.

Surabaya, July 2026

Author

PRIORITY ANALYSIS OF POSTHARVEST QUALITY STANDARDS FOR ORGANIC VEGETABLES IN MODERN RETAIL MARKETS

Princilia Ramadhani Setya Nirwana, Wahyu Santoso, Fatchur Rozci

ABSTRACT

Postharvest quality standards play an essential role in maintaining the quality of organic vegetables to meet modern retail requirements. However, product returns and rejections due to quality deterioration during postharvest handling remain a challenge. This study aimed to identify the implementation mechanism of postharvest quality standards, analyze development strategies, and determine the priority of postharvest quality standards for organic vegetables marketed through modern retail at CV. Twelve's Organic. A quantitative descriptive approach was employed using observations, interviews, and questionnaires involving 21. Data were analyzed using the SOAR (Strengths, Opportunities, Aspirations, Results) framework and the AHP (Analytical Hierarchy Process). The results indicated that the postharvest handling mechanism generally complied with the principles of SNI 6729:2016, although improvements are still required in product labeling. The SOAR analysis produced S-A, O-A, S-R, and O-R development strategies to strengthen product competitiveness and quality consistency. The AHP analysis identified handling, storage, packaging, and transportation as the highest priority criteria with a weight of 0.674, while product freshness was the most important priority. The study concludes that consistent implementation of postharvest quality standards is the key factor in improving the competitiveness of organic vegetables in the modern retail market.

Keywords: AHP, modern retail, organic vegetables, postharvest quality standards, SOAR

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