

RINGKASAN

Penelitian persepsi petani dilakukan untuk mengetahui bagaimana pandangan petani terhadap layanan-layanan yang disediakan STA Panumbangan. Keberadaan STA dapat memudahkan petani dalam memasarkan hasil usahatannya sehingga dapat meningkatkan kesejahteraan petani. Tujuan penelitian ini adalah (1) Menganalisis persepsi petani terhadap layanan Sub Terminal Agribisnis (STA) di Kecamatan Panumbangan Kabupaten Ciamis; (2) Menganalisis faktor-faktor apa saja yang mempengaruhi persepsi petani terhadap layanan Sub Terminal Agribisnis (STA) di Kecamatan Panumbangan Kabupaten Ciamis.

Penelitian ini menggunakan metode survei dengan melakukan wawancara kepada responden yaitu petani menggunakan kuesioner, dengan rancangan pengambilan sampel dilakukan secara *snowball sampling* dengan jumlah responden sebanyak 51 orang. Variabel yang diteliti terdiri atas umur (X_1), pendidikan (X_2), pengalaman usahatani (X_3), jarak (X_4), akses informasi (X_5), lingkungan (X_6), dan persepsi terhadap layanan STA (Y). Indikator yang diterapkan menggunakan skala *likert*. Analisis dilakukan secara deskriptif pada masing-masing variabel dan menggunakan regresi linier berganda untuk mengetahui pengaruh antara variabel X (umur, pendidikan, pengalaman usahatani, jarak, akses informasi, dan lingkungan) dan variabel Y (persepsi petani terhadap layanan STA).

Hasil penelitian menunjukkan bahwa secara deskriptif variabel umur (X_1), pendidikan (X_2), dan jarak (X_4) bersifat netral ($40\% > X < 60\%$); variabel pengalaman usaha tani (X_3), akses informasi (X_5), dan lingkungan (X_6) bersifat positif ($60\% > X < 80\%$) artinya semakin naiknya pengalaman usahatani, akses informasi dan lingkungan maka persepsi petani terhadap layanan STA semakin bagus. Variabel layanan STA Panumbangan secara deskriptif bersifat positif ($60\% > X < 80\%$) terhadap layanan pemasaran, penyuluhan, dan pemasaran; bersifat sangat positif ($80\% > X < 100\%$) terhadap layanan jasa angkut produk pertanian. Hasil analisis regresi linier berganda menunjukkan variabel umur (X_1), pendidikan (X_2), pengalaman usaha tani (X_3), dan jarak (X_4) tidak berpengaruh dan tidak signifikan terhadap persepsi petani; variabel akses informasi (X_5) dan lingkungan (X_6) berpengaruh dan signifikan terhadap persepsi petani.

Kata kunci: Persepsi, Layanan, Sub Terminal Agribisnis

SUMMARY

Farmers' perceptions research was conducted to find out how farmers perceive the services provided by STA Panumbangan. The existence of STA can make it easier for farmers to market their agricultural products so that they can improve farmers' welfare. The objectives of this study were (1) to analyze farmers' perceptions of Agribusiness Sub-Terminal (STA) services in Panumbangan District, Ciamis Regency; (2) Analyze what factors influence farmers' perceptions of Agribusiness Sub-Terminal (STA) services in Panumbangan District, Ciamis Regency.

This study used a survey method by conducting interviews with respondents, namely farmers using a questionnaire, with a sampling design carried out by snowball sampling with a total of 51 respondents. The variables studied consisted of age (X1), education (X2), farming experience (X3), distance (X4), access to information (X5), environment (X6), and perceptions of STA services (Y). The indicator applied uses a Likert scale. The analysis was carried out descriptively on each variable and used multiple linear regression to determine the effect of the variable X (age, education, farming experience, distance, access to information, and environment) and variable Y (farmers' perceptions of STA services).

The results showed that descriptively the variables of age (X1), education (X2), and distance (X4) were neutral ($40\% > X < 60\%$); variable farming experience (X3), access to information (X5), and environment (X6) is positive ($60\% > X < 80\%$), meaning that the increasing farming experience, access to information and the environment, the farmer's perception of STA services is getting better. The service variables of STA Panumbangan are descriptively positive ($60\% > X < 80\%$) for marketing, extension, and marketing services; are very positive ($80\% > X < 100\%$) on agricultural product transportation services. The results of multiple linear regression analysis show that age (X1), education (X2), farming experience (X3), and distance (X4) have no effect and are not significant for farmers' perceptions; Information access variables (X5) and environment (X6) have a significant effect on farmers' perceptions.

Keywords: Perception, Service, Agribusiness Sub Terminal