

RINGKASAN

Desa Sindangwangi merupakan salah satu desa di Kecamatan Padaherang, Kabupaten Pangandaran dengan mata pencaharian terbesar masyarakatnya adalah di bidang pertanian, yaitu sekitar 40% masyarakatnya adalah petani. Beberapa tantangan yang dihadapi oleh petani di Desa Sindangwangi terkait dengan pemasaran padi seperti daya tawar petani rendah, kurangnya transparansi harga, dan ketergantungan kepada pedagang perantara. Para petani di Desa Sindangwangi cenderung menjual gabahnya kepada pedagang perantara meskipun mendapatkan harga yang lebih rendah dibandingkan dengan harga pasar. Tujuan dari penelitian ini yaitu: 1) Mengetahui faktor internal dan eksternal secara parsial yang mempengaruhi keputusan petani dalam menjual gabah kepada pedagang perantara di Desa Sindangwangi, 2) Mengetahui faktor internal dan eksternal secara simultan yang mempengaruhi keputusan petani dalam menjual gabah kepada Pedagang perantara di Desa Sindangwangi.

Penelitian ini dilaksanakan di Desa Sindangwangi, Kecamatan Padaherang, Kabupaten Pangandaran pada bulan Februari hingga Maret 2025. Penentuan daerah penelitian dilakukan secara sengaja (*purposive*). Objek penelitian ini yaitu keputusan petani dalam menjual gabah kepada pedagang perantara di Desa Sindangwangi. Rancangan pengambilan sampel menggunakan teknik *purposive sampling* dengan jumlah sampel yang dibutuhkan sebanyak 66 responden (petani) dan 4 informan tambahan (pedagang perantara). Teknik pengumpulan data yaitu observasi, wawancara yang mengacu pada kuesioner, dan studi pustaka. Metode analisis data yang digunakan untuk uji instrumen yaitu uji validitas dan reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas), uji parsial (uji t), uji regresi linear berganda, uji simultan (uji F), dan uji koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa seluruh variabel independen yaitu faktor internal yang meliputi jumlah tanggungan keluarga, pengalaman, kebutuhan mendesak, kepercayaan, dan kebiasaan serta faktor eksternal yang meliputi ketidakpastian harga, kurangnya informasi pasar, teknis pembayaran, dan fasilitas transportasi pedagang perantara secara parsial berpengaruh positif terhadap keputusan petani dalam menjual gabah kepada pedagang perantara di Desa Sindangwangi. Namun, variabel aksesibilitas ke pasar secara parsial berpengaruh negatif terhadap keputusan petani dalam menjual gabah kepada pedagang perantara di Desa Sindangwangi. Selain itu, secara simultan seluruh variabel independen juga berpengaruh positif terhadap keputusan petani dalam menjual gabah kepada pedagang perantara di Desa Sindangwangi.

SUMMARY

Sindangwangi Village is one of the villages in Padaherang District, Pangandaran Regency with the largest livelihood of the people is in the agricultural sector, which is around 40% of the people are farmers. Some of the challenges faced by farmers in Sindangwangi Village are related to rice marketing such as low bargaining power of farmers, lack of price transparency, and dependence on intermediary traders. Farmers in Sindangwangi Village tend to sell their crops in the form of grain to middlemen even though they get lower prices compared to market prices. The objectives of this study are: 1) To find out the internal and external factors that partially affect the decision of farmers in selling grain to intermediary traders in Sindangwangi Village, 2) To know the internal and external factors simultaneously that affect the decision of farmers in selling grain to intermediary traders in Sindangwangi Village.

This research was carried out in Sindangwangi Village, Padaherang District, Pangandaran Regency from February to March 2025. The determination of the research area was carried out deliberately (purposive). The object of this research is the decision of farmers in selling grain to intermediary traders in Sindangwangi Village. The sampling design used a purposive sampling technique with the required sample number of 66 respondents (farmers) and 4 additional informants (intermediary traders). Data collection techniques are observation, interviews that refer to questionnaires, and literature studies. The data analysis methods used for the instrument test are validity and reliability test, classical assumption test (normity test, multicollinearity test, and heteroscedasticity test), partial test (t test), namely multiple linear regression test, simultaneous test (F test), and coefficient test (R^2).

The results of the study showed that all independent variables, namely internal factors including the number of family dependents, experience, urgent needs, trust, and habits as well as external factors including price uncertainty, lack of market information, payment techniques, and transportation facilities of intermediary traders partially had a positive effect on farmers' decisions in selling grain to intermediary traders in Sindangwangi Village. However, the variable of accessibility to the market partially had a negative effect on farmers' decisions to sell grain to intermediary traders in Sindangwangi Village. In addition, simultaneously all independent variables also have a positive effect on farmers' decisions to sell grain to intermediary traders in Sindangwangi Village.