

RINGKASAN

Usahatani kopi berperan strategis dalam meningkatkan perekonomian masyarakat pedesaan, khususnya di wilayah dataran tinggi seperti Desa Babadan, Kabupaten Banjarnegara. Meskipun didukung kondisi agroklimat yang sesuai dan keberadaan Koperasi Sikopel Mitreka Satata, jumlah petani yang mengusahakan kopi masih terbatas. Penelitian ini bertujuan untuk (1) mengidentifikasi karakteristik usahatani kopi pada anggota Koperasi Sikopel Mitreka Satata, dan (2) menganalisis pengaruh sikap (*attitude*), alasan menerima (*reasons for*), dan alasan menolak (*reasons against*) terhadap niat (*intention*) petani dalam melakukan usahatani kopi berdasarkan perspektif *Behavioral Reasoning Theory*.

Penelitian ini dilaksanakan di Desa Babadan, Kecamatan Pagentan, Kabupaten Banjarnegara pada bulan Oktober 2025. Metode penelitian yang digunakan adalah survei kuantitatif terhadap 48 petani anggota aktif koperasi yang dipilih secara sensus. Data dikumpulkan melalui kuesioner skala *Likert* dan wawancara semi-terstruktur, kemudian dianalisis menggunakan analisis deskriptif dan regresi logistik ordinal.

Hasil penelitian menunjukkan bahwa sebagian besar petani kopi berjenis kelamin laki-laki, berada pada rentang usia produktif 36–55 tahun, memiliki tingkat pendidikan terakhir SD/ sederajat, pengalaman budidaya kopi 6–10 tahun, pendapatan per musim panen sebesar Rp1.000.001–3.000.000, luas lahan kurang dari 0,25 m², serta status kepemilikan lahan milik sendiri. Hasil analisis regresi logistik ordinal menunjukkan bahwa variabel alasan menerima (*reasons for*) berpengaruh positif dan signifikan terhadap niat petani dalam menjalankan usahatani kopi. Hal ini mengindikasikan bahwa semakin kuat alasan-alasan yang mendukung, seperti kesesuaian kondisi geografis, peluang pasar, serta kesadaran lingkungan, maka kecenderungan niat petani untuk melanjutkan usahatani kopi akan semakin meningkat. Sebaliknya, variabel alasan menolak (*reasons against*) terbukti berpengaruh negatif dan signifikan terhadap niat petani. Temuan ini menunjukkan bahwa faktor-faktor penghambat, seperti persepsi waktu panen yang lama dan keterbatasan pengalaman teknis, berperan dalam menurunkan kecenderungan niat petani. Sementara itu, variabel sikap (*attitude*) memiliki arah pengaruh positif namun tidak signifikan terhadap niat petani. Kondisi ini menunjukkan bahwa meskipun petani memiliki pandangan yang relatif positif terhadap usahatani kopi, sikap tersebut belum cukup kuat untuk secara langsung mendorong pembentukan niat. Dengan demikian, penelitian ini menegaskan bahwa pembentukan niat petani lebih dipengaruhi oleh pertimbangan alasan-alasan spesifik yang bersifat kontekstual dibandingkan evaluasi sikap secara umum.

SUMMARY

Coffee farming plays a strategic role in improving the rural economy, particularly in highland areas such as Babadan Village, Banjarnegara Regency. Despite being supported by suitable agroclimatic conditions and the presence of the Sikopel Mitreka Satata Cooperative, the number of farmers engaged in coffee farming remains limited. This study aims to (1) identify the characteristics of coffee farming among members of the Sikopel Mitreka Satata Cooperative, and (2) analyze the influence of attitude, reasons for, and reasons against on farmers' intention to engage in coffee farming based on the perspective of Behavioral Reasoning Theory.

This research was conducted in Babadan Village, Pagentan District, Banjarnegara Regency, in October 2025. The study employed a quantitative survey method involving 48 active cooperative member farmers selected through a census approach. Data were collected using Likert-scale questionnaires and semi-structured interviews, and subsequently analyzed using descriptive analysis and ordinal logistic regression.

The results indicate that the majority of coffee farmers are male, within the productive age range of 36–55 years, have completed elementary school or its equivalent as their highest level of education, possess 6–10 years of experience in coffee cultivation, earn between IDR 1,000,001 and 3,000,000 per harvest season, cultivate land areas of less than 0.25 hectares, and own their farmland. The findings from the ordinal logistic regression analysis reveal that the variable reasons for has a positive and significant effect on farmers' intention to engage in coffee farming. This suggests that the stronger the supporting reasons, such as the suitability of geographical conditions, market opportunities, and environmental awareness, the greater the farmers' intention to continue coffee farming. Conversely, the variable reasons against is found to have a negative and significant effect on farmers' intention. This indicates that inhibiting factors, such as perceptions of a long harvesting period and limited technical experience, contribute to reducing farmers' intention. Meanwhile, the variable attitude shows a positive but statistically non-significant effect on farmers' intention. This condition implies that although farmers generally hold relatively positive views toward coffee farming, such attitudes are not sufficiently strong to directly drive the formation of intention. Therefore, this study confirms that farmers' intention is more strongly influenced by specific, contextual reasons rather than by general attitudinal evaluations.