

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perilaku petani melalui Penerapan Theory Planned of Behavior terhadap minat beli pupuk organik dengan motivasi sebagai variabel intervening dalam konteks pertanian berkelanjutan. Penelitian dilakukan karena sistem pertanian sudah mulai rusak karena penggunaan pupuk kimia secara berlebihan dan minat petani dalam menggunakan pupuk organik sangat kecil. Metode penelitian ini dilakukan dengan metode penelitian kuantitatif, penelitian ini menggunakan alat analisis SEM jumlah sampel ditentukan melalui metode purposif sampling dan diperoleh jumlah sampel sebanyak 421 orang dengan objek petani di Kabupaten Banyuwangi. Hasil penelitian ini menunjukkan bahwa secara langsung sikap perilaku tidak berpengaruh terhadap minat pembelian pupuk organik dan norma subjektif tidak berpengaruh terhadap minat pembelian pupuk organik, namun kontrol perilaku berpengaruh terhadap minat pembelian pupuk organik, motivasi secara langsung berpengaruh terhadap minat pembelian pupuk organik, sikap perilaku, norma subjektif dan kontrol perilaku berpengaruh terhadap motivasi. Secara tidak langsung motivasi dapat memediasi antara sikap perilaku terhadap minat pembelian pupuk organik dan kontrol perilaku terhadap minat pembelian pupuk organik. Namun tidak dapat memediasi norma subjektif terhadap minat pembelian pupuk organik. Hal tersebut juga dapat menjadi landasan bagi pemerintah agar selalu mendampingi dan memotivasi para petani muda agar terus memperbaiki sistem pertanian.

Kata kunci : Sikap perilaku, Norma subjektif, Kontrol perilaku, Motivasi, Minat beli



ABSTRACT

This study aims to analyze farmer behavior through the Application of Theory Planned of Behavior on the interest in buying organic fertilizer with motivation as an intervening variable in the context of sustainable agriculture. The study was conducted because the agricultural system has begun to deteriorate due to the excessive use of chemical fertilizers and farmers' interest in using organic fertilizers is very small. This research method was carried out using a quantitative research method, this study used SEM analysis tools, the number of samples was determined through the purposive sampling method and obtained a sample size of 421 people with the object of farmers in Banyuwangi Regency. The results of this study indicate that direct behavioral attitudes do not affect the interest in buying organic fertilizers and subjective norms do not affect the interest in buying organic fertilizers, but behavioral control affects the interest in buying organic fertilizers, motivation directly affects the interest in buying organic fertilizers, behavioral attitudes, subjective norms and behavioral control affect motivation. Indirectly, motivation can mediate between behavioral attitudes towards the interest in buying organic fertilizers and behavioral control towards the interest in buying organic fertilizers. However, it cannot mediate subjective norms towards the interest in buying organic fertilizers. This can also be a basis for the government to always accompany and motivate young farmers to continue to improve the agricultural system..

Keywords: Behavioral attitudes, Subjective norms, Behavioral control, Motivation, Purchase interest

