

## ABSTRAK

Respon petani dan perilaku konsumen memiliki hubungan yang sangat penting. Respon petani merupakan sikap dari petani ketika telah mengetahui dan memahami hasil dari penilaian konsumen terhadap pembelian, dan kepuasan dalam mengkonsumsi jeruk siam. Penelitian ini bertujuan untuk: (1) mengetahui respon petani jeruk siam terhadap perilaku konsumen, dan (2) mengetahui faktor-faktor yang mempengaruhi respon petani jeruk siam terhadap perilaku konsumen. Penelitian ini menggunakan metode deskriptif, kuantitatif, dan survei dengan pemilihan daerah dilakukan secara sengaja (*purposive method*), terpilih Kecamatan Semboro, Umbulsari, dan Sumberbaru. Pengambilan sampel dilakukan secara *proportionate stratified random sampling* sebanyak 30 responden. Metode analisis data menggunakan analisis deskriptif pendekatan skala *likert* dan analisis regresi berganda. Hasil penelitian menyimpulkan bahwa: (1) hasil analisis deskriptif pendekatan skala likert didapatkan bahwa tingkat respon petani terhadap perilaku konsumen tergolong sangat kuat dengan nilai skor 65,90 dari skor maksimal 75. Nilai skor merupakan penjumlahan rata-rata dari 4 indikator yaitu persepsi, motivasi, pengetahuan dan sikap, (2) faktor-faktor yang berpengaruh signifikan pada respon petani terhadap perilaku konsumen jeruk siam di Kabupaten Jember adalah pendidikan non formal sedangkan usia, pendidikan formal, pengalaman bertani berpengaruh tidak nyata pada respon petani di Kabupaten Jember.

Kata kunci: jeruk siam, perilaku konsumen, respon petani.

## **ABSTRACT**

*Farmer response and consumer behavior has a very important relationship. Farmer response is the attitude of farmers when they had known and understood consumer evaluations of purchases, and satisfaction in consuming siam orange. This study aimed to: (1) determine the response of siam orange farmers to consumer behavior, and (2) determine the factors that influence the response of siam orange farmers to consumer behavior. This study used descriptive, quantitative, and survey methods with deliberate selection (purposive method), Subdistrict of Semboro, Umbulsari, and Sumberbaru was selected as studyfield. Sampling was carried out by proportionate stratified random sampling of 30 respondents. The method of data analysis uses descriptive analysis of the Likert scale approach and multiple regression analysis. The results of the study concluded that: (1) the results of the descriptive analysis of the Likert scale approach found that the level of response of farmers to consumer behavior was classified as Very Strong with a score of 65.90 from maximal value 75. The score was the sum of the average of the 4 indicators, they were perception, motivation, knowledge and attitude, (2) the factors that significantly influence the farmer's response to the behavior of consumers of siam citrus in Kabupaten Jember were non-formal education while age, formal education, experience farming had no significant effect on the response of farmers in Jember Regency.*

*Keywords: consumer behavior, farmer response, siamese orange,*