

ABSTRAK

Penelitian ini dilatarbelakangi oleh perubahan iklim yang menyebabkan meningkatnya ketidakpastian dalam usahatani padi sehingga memengaruhi keputusan petani dalam memilih sistem penjualan hasil panen. Kondisi tersebut mendorong petani menentukan sistem penjualan yang mampu mengurangi risiko dan memberikan kepastian pendapatan. Penelitian ini bertujuan untuk menganalisis persepsi petani terhadap perubahan iklim, menganalisis faktor-faktor yang memengaruhi keputusan petani dalam memilih sistem penjualan padi, serta mengidentifikasi sistem penjualan yang dominan dipilih petani dalam menghadapi perubahan iklim. Penelitian dilakukan di Kelompok Tani Rambutan Jaya, Desa Bangsalsari, Kecamatan Bangsalsari, Kabupaten Jember menggunakan metode deskriptif kuantitatif dengan sampel sebanyak 56 petani yang ditentukan menggunakan *probability sampling* berdasarkan rumus Slovin. Analisis data dilakukan menggunakan regresi logistik biner, sedangkan data ordinal ditransformasikan menjadi data interval menggunakan *Method of Successive Intervals* (MSI). Hasil penelitian menunjukkan bahwa mayoritas petani memiliki persepsi bahwa perubahan iklim meningkatkan risiko usahatani. Variabel sikap terhadap risiko berpengaruh signifikan terhadap keputusan petani dalam memilih sistem penjualan (Sig. = 0,001; *Odds Ratio* = 126,099), sedangkan pengalaman bertani, harga padi, kondisi iklim, dan *herd behavior* berpengaruh tidak signifikan. Sebanyak 44 petani (78,57%) memilih sistem tebasan dan 12 petani (21,43%) memilih sistem jual sendiri. Hasil penelitian menunjukkan bahwa keputusan petani dalam memilih sistem penjualan lebih dipengaruhi oleh sikap terhadap risiko sehingga sistem tebasan menjadi pilihan yang paling dominan untuk meminimalkan risiko akibat perubahan iklim.

Kata kunci: Keputusan Penjualan, Perubahan Iklim, Petani Padi, Regresi Logistik Biner

ABSTRACT

This study was motivated by climate change, which has increased uncertainty in rice farming and influenced farmers' decisions in choosing a rice selling system. These conditions encourage farmers to make decisions in selecting a selling system that is expected to reduce risks and provide greater income certainty. This study aimed to analyze farmers' perceptions of climate change, examine the factors influencing farmers' decisions in choosing a rice selling system, and identify the dominant selling system adopted by farmers in response to climate change. The research was conducted at Rambutan Jaya Farmer Group, Bangsalsari Village, Bangsalsari District, Jember Regency, using a quantitative descriptive approach. A total of 56 farmers were selected as respondents through probability sampling based on the Slovin formula. Data were analyzed using binary logistic regression, while ordinal data were transformed into interval data using the Method of Successive Intervals (MSI). The results showed that most farmers perceived climate change as increasing farming risks. Risk attitude had a significant effect on farmers' decisions in choosing a rice selling system (Sig. = 0.001; Odds Ratio = 126.099), whereas farming experience, rice prices, climate conditions, and herd behavior had a non-significant effect. A total of 44 farmers (78.57%) chose the tebasan system, while 12 farmers (21.43%) preferred selling their harvested rice independently. The findings indicate that farmers' decisions in choosing a rice selling system are primarily influenced by their risk attitudes, making the tebasan system the most preferred option to minimize risks associated with climate change.

Keywords: Binary Logistic Regression, Climate Change, Paddy Farmers, Sales Decision