

ABSTRAK

PENGARUH KARAKTERISTIK PETANI, KOMPETENSI, MOTIVASI DAN PRODUKTIVITAS TERHADAP KEBERHASILAN USAHA PETANI JERUK DI KABUPATEN SIMALUNGUN, SUMATRA UTARA

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2019

Penelitian ini bertujuan untuk mengetahui apakah: 1) karakteristik petani, kompetensi, motivasi dan produktivitas berpengaruh secara parsial terhadap keberhasilan usaha, 2) karakteristik petani, kompetensi, motivasi dan produktivitas berpengaruh secara simultan terhadap keberhasilan usaha. Populasi dalam penelitian ini adalah petani jeruk di Kabupaten Simalungun, Sumatra Utara. Teknik pemilihan sampel menggunakan sampling insidental. Jumlah sampel sebanyak 100 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa: 1) karakteristik petani dan produktivitas tidak berpengaruh secara parsial terhadap keberhasilan usaha, kompetensi dan motivasi berpengaruh secara parsial terhadap keberhasilan usaha petani jeruk di Kabupaten Simalungun, Sumatra Utara. 2) karakteristik petani, kompetensi, motivasi dan produktivitas berpengaruh secara simultan terhadap keberhasilan usaha.

Kata kunci: karakteristik petani, kompetensi, motivasi, produktivitas dan keberhasilan usaha.

ABSTRACT

THE INFLUENCE OF FARMERS' CHARACTERISTICS, COMPETENCE, MOTIVATION, AND PRODUCTIVITY ON CITRUS FARMERS' BUSINESS SUCCESS IN SIMALUNGUN REGENCY, NORTH SUMATRA PROVINCE

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This study aims to determine whether: 1) farmers' characteristics, competence, motivation, and productivity partially influence business success, 2) farmers' characteristics, competence, motivation, and productivity simultaneously influence business success. The population of this study is citrus farmers' in Simalungun Regency, North Sumatera Province. The sample selection technique is incidental sampling. The number of samples in this research is 100 respondents. The instrument tests used in this research are validity and reliability. The analysis technique used is multiple linear regression. The results of the research show that: 1) farmers' characteristics, and productivity, do not partially influence business success while the competence, and motivation partially influence business success of citrus farmers' in Simalungun Regency North Sumatera, 2) farmers' characteristics, competence, motivation and productivity simultaneously influence business success.

Keywords: farmers' characteristics, competence, motivation, productivity, and business success.