

ABSTRAK

FAKTOR–FAKTOR YANG MEMPENGARUHI PERILAKU PETANI DALAM PENERAPAN PROSEDUR OPERASIONAL STANDAR (POS) PENANGANAN PASCAPANEN KOPI DI DESA NGARIP KECAMATAN ULUBELU

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Upaya menjaga kualitas biji kopi sangat krusial untuk mempertahankan daya saing di pasar internasional, di mana kualitas tersebut sangat dipengaruhi oleh perilaku petani dalam melakukan penanganan pascapanen. Penelitian ini bertujuan untuk mengetahui perilaku petani dalam penerapan prosedur operasional standar (POS) penanganan pascapanen kopi, serta faktor-faktor yang mempengaruhi perilaku petani dalam penerapan prosedur operasional standar (POS). Penelitian ini dilaksanakan di Desa Ngarip, Kecamatan Ulubelu, Kabupaten Tanggamus, penentuan lokasi dilakukan secara sengaja dan metode pengambilan sampel menggunakan teknik *random sampling* dengan sampel sebanyak 44 responden dari populasi petani kopi yang berada di Desa Ngarip, Kabupaten Tanggamus. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji regresi linear berganda. Hasil penelitian menunjukkan perilaku petani berada pada klasifikasi sedang dengan persentase 78 persen. Faktor-faktor yang mempengaruhi perilaku petani dalam penerapan prosedur operasional standar (POS) penanganan pascapanen kopi yaitu pendidikan non formal, jumlah produksi panen, kemudahan modal, dan persepsi terhadap penanganan pascapanen kopi.

Kata kunci: Perilaku petani, POS, pascapanen, kopi

ABSTRACT

FACTORS INFLUENCING FARMERS' BEHAVIOR IN THE IMPLEMENTATION OF STANDARD OPERATING PROCEDURES (SOP) FOR POST-HARVEST COFFEE HANDLING IN NGARIP VILLAGE, ULUBELU DISTRICT

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Efforts to maintain the quality of coffee beans are crucial for sustaining competitiveness in the international market, where such quality is heavily influenced by farmers' behavior in conducting post-harvest handling. This study aims to determine farmers' behavior in implementing standard operating procedures (SOPs) for coffee post-harvest handling, as well as the factors influencing farmers' behavior in implementing these SOPs. This research was conducted in Ngarip Village, Ulubelu Subdistrict, Tanggamus Regency. The location was selected purposively, and the sampling method employed a random sampling technique, yielding a sample of 44 respondents drawn from the coffee farmer population in Ngarip Village, Tanggamus Regency. Data was collected through questionnaires and analyzed using a multiple linear regression test. The results indicated that farmers' behavior fell into the moderate classification with a percentage of 78 percent. The factors influencing farmers' behavior in implementing standard operating procedures (SOPs) for coffee post-harvest handling were non-formal education, harvest production volume, access to capital, and perception of coffee post-harvest handling.

Keywords: *Farmers' behaviour, SOP, post-harvest, coffee*