

ABSTRACT

DECISION MAKING PROCESS AND FACTORS AFFECTING THE USE OF HYBRID CORN SEEDS BY FARMERS IN ADILUWIH SUB- DISTRICT OF PRINGSEWU REGENCY

By

JENNY PERMASIH

The study aims to determine: (1) the decision making process of using hybrid corn seeds, (2) the relationship between the farmer's characteristics and the decision on hybrid corn seeds, and (3) the factors that influence farmer's decision to use hybrid corn seeds. This research is conducted in two villages, Sri Katon Village and Waringin Sari Timur Village of Adiluwih Subdistrict of Pringsewu Regency. There are 80 respondents determined by using disproportionate stratified random sampling. Data were analyzed using factor analysis of Principal Component Analysis (PCA). The results showed that farmers in their decision in using hybrid corn seeds are through stages as the following: introduction needs, information searching, alternative evaluation, purchase decision, and post-purchase evaluation. Income and experience of farmers are positively related to decision of using hybrid corn seeds. There are three dominant factors that influence the decision of using hybrid corn seeds. The first component is individual differences which consists of farmer's perceptions of the adequacy of hybrid corn seeds, level in understanding the hybrid corn seeds, and farmer's perception on distance of their house and agricultural kiosk. The second component is farmer's perception of the product which consists of perception about plant resistance on pests and diseases, production, and output. The third component is farmer's perception on hybrid corn seeds price.

Keywords: decision making, farmers, and hybrid corn seeds.