

ABSTRAK

PENGAMBILAN KEPUTUSAN DAN FAKTOR – FAKTOR YANG MEMPENGARUHI PERMINTAAN PUPUK NON SUBSIDI PADA USAHATANI SINGKONG DI KECAMATAN TERBANGGI BESAR KABUPATEN LAMPUNG TENGAH

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Penelitian ini bertujuan untuk menganalisis tahap – tahap proses pengambilan keputusan pembelian pupuk non subsidi, tingkat pendapatan usahatani singkong, dan faktor – faktor yang mempengaruhi permintaan pupuk non subsidi pada usahatani singkong di Kecamatan Terbanggi Besar Kabupaten Lampung Tengah. Penelitian ini dilaksanakan pada bulan Mei hingga Juni 2024 menggunakan metode survei. Responden penelitian berjumlah 75 petani singkong yang dipilih secara acak dari Desa Terbanggi Besar dan Desa Poncowati. Metode analisis data menggunakan analisis deskriptif kuantitatif dan kualitatif yaitu analisis pendapatan usahatani dan fungsi *Cobb-Douglass*. Berdasarkan penelitian, didapat hasil penelitian yang menunjukkan bahwa petani menyadari masalah kebutuhan akan pupuk non subsidi dari pertimbangan ketersediaan dan kualitas pupuk, alasan utama pembelian yaitu karena kandungan pupuk serta informasi diperoleh paling banyak dari penyuluh pertanian, dalam evaluasi alternatif petani memilih pupuk dengan kandungan yang sesuai dengan kebutuhan dengan pembelian terencana, petani juga melakukan pembelian berulang karena kualitas produk. Pendapatan atas biaya tunai yang didapatkan petani singkong sebesar Rp12.467.746,48/ha per musim tanam dan pendapatan atas biaya total sebesar Rp10.582.471,15/ha per musim tanam. Permintaan pupuk KCl sebanyak 63,55 kg/ha per musim tanam, permintaan pupuk NPK sebanyak 343,93 kg/ha per musim tanam, Pupuk Urea sebanyak 160,75kg/ha per musim tanam. Faktor yang berpengaruh nyata terhadap permintaan pupuk KCl, NPK, dan Urea non subsidi hanya variabel luas lahan.

Kata kunci: Pengambilan keputusan, permintaan pupuk non subsidi, usahatani singkong, pendapatan, Lampung Tengah

ABSTRACT

DECISION-MAKING AND FACTORS INFLUENCING THE DEMAND FOR NON-SUBSIDIZED FERTILIZERS IN CASSAVA FARMING IN TERBANGGI BESAR SUBDISTRICT, CENTRAL LAMPUNG REGENCY

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This study aims to analyze the decision-making process in purchasing non-subsidized fertilizers, the income level of cassava farming, and the factors influencing the demand for non-subsidized fertilizers in Terbanggi Besar Subdistrict, Central Lampung Regency. The research was conducted from May to June 2024 using a survey method. A total of 75 cassava farmers were randomly selected from Terbanggi Besar and Poncowati villages as respondents. The data were analyzed using both quantitative and qualitative descriptive methods, including farm income analysis and the Cobb-Douglas demand function. The results showed that farmers recognized the need for non-subsidized fertilizers based on considerations of availability and quality. The main reason for purchasing was the nutrient content, with most information obtained from agricultural extension officers. In evaluating alternatives, farmers selected fertilizers that matched their needs through planned purchases, and repeated buying was driven by product quality. Cassava farm income over cash costs was IDR 12,467,746.48 per hectare per planting season, while income over total costs amounted to IDR 10,582,471.15 per hectare per planting season. The average demand for non-subsidized fertilizers per hectare per planting season was 63.55 kg for KCl, 343.93 kg for NPK, and 160.75 kg for Urea. The results of the t-test (partial) indicated that land area was the only variable that significantly affected the demand for non-subsidized KCl, NPK, and Urea fertilizers.

Keywords: Decision-making, non-subsidized fertilizer demand, cassava farming, income, Central Lampung