

# **Institutional Role on Performance of Dragon Fruit Agribusiness in Bangorejo District Banyuwangi Regency.**

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## **ABSTRACT**

This study aimed to analyze elements supporting institutions in dragon fruit agribusiness, analyze the performance of dragon fruit agribusiness, and analyze the institutional role of agribusiness on sustainable performance of dragon fruit agribusiness in Bangorejo District Banyuwangi Regency. Stakeholder analysis mapped the parties involved in agribusiness. Agribusiness performance measurement includes farmers human resources competency, productivity, and economic sustainability. The institutional role of the dragon fruit agribusiness to agribusiness performance was analyzed using SEM PLS. The results showed that stakeholders in dragon fruit agribusiness in Bangorejo is Department of Agriculture, Forestry, Plantation Banyuwangi regency, PPL, dragon fruit farmers, Gapoktan, dragon fruit merchant, Banyuwangi local government, dragon fruit farmers group and Financial Institutions. Dragon fruit agribusiness performance indicator views that human resources competencies are mostly good. Dragon fruit businesses productivity achieved 49% of farmers fairly good, 35% is good, 9% is very good, and 7% less productive. Aspects of economic sustainability 85% of farmers are very good, 10% have less profitability, and 5% of the farmers have enough business sustainability. Local government has not significant effect on the performance of dragon fruit agribusiness, while has significant effect to the PPL; PPL has significant influence on farmers group, dragon fruit agribusiness performance, and on Gapoktan; farmers group have significant effect on the dragon fruit agribusiness performance; Gapoktan has not significant effect on the agribusiness performance and dragon fruit farmer groups; merchant has significant effect on the dragon fruit agribusiness performance; and the role of financial institutions significantly influence the dragon fruit agribusiness performance.

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