

***Factors Influencing the Success of Broiler Business Partnership in Jember Regency***

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**ABSTRACT**

*This study aims to analyze the factors that influence the success of the partnership business in Jember Regency. This research was conducted in various farms that follow the partnership system using as many as 30 respondents. The research method used is a quantitative descriptive method. Data collection techniques using a questionnaire. The data obtained were then analyzed using validity and reliability tests, then multiple linear regression analysis using SPSS, coefficient of determination, F test and T test. The independent variables in this study were communication and supervisory guidance, cooperation and partnership patterns, work commitment, population, length of breeding, contract system and initial capital provided while the dependent variable in this study was business success. The results of the analysis of the coefficient of determination show that 71% of business success is influenced by aspects of population, length of breeding, contract system and initial capital provided. The results of the F test obtained a significance value of  $<0.05$ , it can be concluded simultaneously that the population aspect (X4), length of breeding (X5), contract system (X6) and initial capital provided (X7) have a significant influence on the success of the partnership business.*

***Keywords: Partnership Business Success***