

Analysis of Factors-Factors Influencing Farmer Groups in Adopting Biological Agent Products in Antirogo Village, Summersari District Jember Regency

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ABSTRACT

To support the development of biological agent products, it is necessary to have support from farmer institutions, especially farmer groups, Gapoktans and farmer associations as well as the farmers themselves by analyzing what factors can influence farmers' decisions in adopting biological agent products. This study aims to analyze what factors influence farmer groups in adopting biological agent products in Antirogo Village, Summersari District, Jember Regency. The method used in this research is quantitative description using multiple linear regression analysis where previously the data was transformed into interval data via MSI.

The results of multiple regression analysis using SPSS show that: 1). The Group Dynamics variabel does not have a significant effect on the Adoption of Biological Agent Products variabel, 2). Variabel Characteristics of Farmers does not have a significant effect on the variabel Adoption of Biological Agent Products 3). Variabel Role of Agricultural Extension has a direct and significant effect on the variabel Adoption of Biological Agent Products 4). Variabel Farmer Perceptions do not have a significant effect on the variabel Adoption of Biological Agent Products 5). Variabel Farmer motivation has a significant direct effect on the variabel Adoption of Biological Agent Products 6). The Variabel Role of Government Policy has a significant direct effect on the variabel Adoption of Biological Agent Products, 7). Variabel Private Role does not have a significant effect on the variabel Adoption of Biological Agent Products 8) Variabel Role of PPAH has a direct and significant effect on the variabel Adoption of Biological Agent Products.

Keywords : Adoption, Biological Agencies, Multiple Linear Analysis, MSI