

## **ANALYSIS OF MARKETING MARGIN AND EFFICIENCY TO ENHANCE THE WELFARE OF ARGOPURO COFFEE FARMERS IN JEMBER REGENCY, INDONESIA**



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### **ABSTRACT**

The agricultural sector plays an essential role in the Indonesian economy, particularly in generating foreign exchange, creating employment opportunities, and supplying raw materials for the food and beverage processing industry and the agro-industry. Coffee has long been cultivated by the community of Jember Regency, especially in Pace Village. Argopuro coffee is promoted as a flagship variety and has become an icon of Jember Regency. This study focuses on the specific context of Argopuro coffee in Jember Regency, which has distinct geographical, social, and marketing characteristics compared to other coffee-producing regions. Specifically, this study aims to analyze the marketing margins and marketing efficiency of coffee in the Suka Maju Gapoktan in Pace Village, Jember Regency. This region-based approach enables a more context-specific and applicable analysis of the conditions local farmers face. This study was conducted on 74 coffee farmers who are members of the Suka Maju Farmers Group Association (Gapoktan) located in Pace Village. The importance of coffee as a commodity forms the background of this research. A quantitative research method was applied to calculate marketing margins and marketing efficiency. The study involved coffee farmers within the Suka Maju Gapoktan. The results indicate that the marketing margin is IDR1.000. The marketing channels are considered efficient, with efficiency levels of 8.84% for ground coffee and 7.10% and 7.62% for green coffee beans. This study contributes to improving the efficiency of the coffee marketing system.

**Keywords:** coffee; efficiency; farmers; margin.

### **INTRODUCTION**

The agricultural sector continues to play a pivotal role in Indonesia's economic development, particularly in supporting rural livelihoods, generating employment opportunities, and contributing to national foreign exchange earnings. As a country with a large proportion of its population dependent on agriculture, Indonesia relies heavily on agricultural commodities to sustain economic growth and social welfare in rural areas (Lestari et al., 2021) (In addition to providing food security, agriculture supplies raw materials for agro-processing industries, thereby strengthening linkages between the primary, secondary, and tertiary sectors of the economy (Fitri et al., 2024). Among various agricultural commodities, coffee holds a strategic position due to its economic value, export orientation, and extensive involvement of smallholder farmers.

Indonesia is one of the world's leading coffee-producing countries, with coffee cultivation spanning diverse agroecological zones. The coffee industry contributes significantly to farmers' household income, employment creation, and export revenues, making it an important driver of rural economic development (Simorangkir & Rosiana, 2022). Despite its importance, coffee marketing in Indonesia is often characterized by inefficiencies stemming from long marketing chains, limited market access, and unequal bargaining power between farmers and intermediaries. Smallholder farmers typically sell their coffee through traditional marketing channels dominated by collectors and traders, which can result in high marketing margins and a low farmer's share of the final consumer



price (Sari et al., 2022). These conditions reduce farmers' income and weaken their incentives to improve production quality and productivity. Previous studies have shown that the presence of multiple intermediaries increases transaction costs and widens price disparities between producers and consumers, thereby reducing marketing efficiency (Lawa Mali et al., 2025).

Marketing margin is widely used as an indicator to assess the distribution of price differences across marketing stages. It reflects the difference between the price received by farmers and the price paid by consumers, including marketing costs and the profits earned by intermediaries (Simorangkir & Rosiana, 2022). While marketing margins are not inherently harmful, excessively high margins may indicate inefficiencies or inequitable value distribution within the marketing system. Complementary to this concept, marketing efficiency measures the relationship between marketing costs and the value of the products marketed, providing insight into how effectively a marketing system operates (Lestari et al., 2021). Efficient marketing channels are those that minimize costs, reduce unnecessary intermediaries, and ensure fair returns for producers. Empirical evidence from various regions of Indonesia suggests that marketing efficiency varies significantly across marketing channel structures and institutional arrangements. Research conducted in West Sumatra demonstrated that coffee marketing channels involving farmer groups or cooperatives tend to be more efficient and provide higher farmers' shares compared to conventional channels dominated by middlemen (Fitri et al., 2024; Sari et al., 2022). These findings highlight the importance of collective action and institutional strengthening in improving marketing performance.

At the local level, Jember Regency in East Java is recognized as one of the prominent coffee-producing areas, where coffee cultivation has been practiced for generations. Pace Village, located in this regency, is a rural community where coffee farming is the backbone of household income. Among the varieties cultivated, Argopuro coffee has gained recognition as a superior local product and has become an icon of Jember Regency due to its distinctive quality and regional identity. However, despite its potential, Argopuro coffee farmers still face marketing challenges, including price volatility, limited access to downstream markets, and dependence on traditional marketing systems (Sukur et al., 2025).

Farmer organizations, such as farmer groups and farmer group associations (Gapoktan), are expected to play a strategic role in addressing these challenges by improving coordination, strengthening bargaining power, and facilitating market access. Previous studies indicate that collective marketing through farmer organizations can reduce marketing costs, shorten marketing channels, and enhance marketing efficiency (Noer, 2024). Nevertheless, the effectiveness of such institutions varies across regions and commodities, depending on management capacity, market access, and external support. Therefore, empirical evaluation at the local level is necessary to assess whether existing institutional arrangements have successfully improved marketing performance.

Gapoktan Suka Maju, located in Pace Village, Jember Regency, represents an organized group of coffee farmers engaged in the production and marketing of both ground coffee and green coffee beans. Understanding how coffee is marketed within this group, including the number of marketing channels, the distribution of marketing margins, and the level of marketing efficiency, is essential for identifying opportunities to enhance farmer welfare. However, empirical studies focusing specifically on marketing margins and efficiency of Argopuro coffee at the Gapoktan level remain limited, creating a research gap that this study seeks to address. Ultimately, improving marketing efficiency is expected to enhance farmers' income, strengthen the competitiveness of local coffee products, and support sustainable rural development. The findings of this study are anticipated to serve as a reference for developing more efficient and equitable coffee marketing strategies, not only in Jember Regency but also in other coffee-producing regions with similar socio-economic characteristics. Farmer group associations serve as the subjects of development and guardianship of Argopuro coffee in Jember Regency. Their existence reflects the condition of the coffee sector in Jember Regency, particularly Argopuro coffee. These associations represent smallholder farmers whose livelihoods depend on coffee cultivation. The reputation of Argopuro coffee is inseparable from the role played by these farmer group associations. This study aims to analyze the marketing margins and marketing efficiency of Argopuro coffee marketed through Gapoktan Suka Maju in Pace Village, Jember Regency. Currently, farmers in the study area are predominantly middle-aged to elderly. Most potential young farmers, who are the children of coffee farmers in the region, are reluctant to continue coffee cultivation because it is considered unprofitable. Specifically, the objectives are to calculate marketing margins across these channels and to evaluate their efficiency using quantitative methods. By providing empirical evidence at the local level, this study contributes to the broader literature on agricultural marketing efficiency. It offers practical insights for policymakers, extension agents, and farmer organizations seeking to improve coffee marketing systems.

## MATERIALS AND METHODS

Data were collected via a survey. The data comprised both primary and secondary data. Primary data were obtained directly by the researcher from the field. Primary data were collected through interviews with coffee farmers using a structured questionnaire administered in Pace Village, Jember Regency. Secondary data were not directly collected by the researcher and typically took the form of documentation. The selection of farmer respondents was conducted using a purposive sampling method and Slovin's formula. The total population was 90 argopuro coffee farmers integrated with Gapoktan Suka Maju, of whom 74 were selected using the formula.

$$n = \frac{N}{N.d^2 + 1} \quad (1)$$

where: n as sample, N as population, d as 5%

The marketing margin of Robusta coffee was analyzed quantitatively using the marketing margin approach. Mathematically, the marketing margin is formulated as follows (Sitinjak & Sari, 2022):

$$MP = Pr - Pf \quad (2)$$

where: MP as margin, Pr as the market selling price at the n level, Pf as the market purchase price at the n level

The marketing efficiency of Robusta coffee was analyzed quantitatively using the marketing efficiency approach. The efficiency of marketing channels in the study area was calculated using the following equation (Nurhapsa et al., 2018):

$$EP = BP / NP \times 100\% \quad (3)$$

Where: EP as marketing efficiency, BP as total marketing costs, NP as total value of the marketed product

If the EP (marketing efficiency) value is less than 50%, the marketing channel is considered efficient; if it is 50% or greater, it is considered inefficient (Manalu, 2017). The 50% threshold is used because marketing efficiency (EP) reflects the proportion of marketing costs relative to the product value. An EP value of less than 50% indicates that marketing costs absorb less than half of the product value, suggesting an efficient marketing channel where value distribution favors producers (Soekartawi, 2002). In contrast, an EP value of 50% or greater indicates high marketing costs due to long marketing chains, multiple intermediaries, or high transaction costs, suggesting marketing inefficiency (Kohls & Uhl, 2002; Tomek & Robinson, 2003).

## RESULTS AND DISCUSSION

### Respondent Characteristics

Respondent characteristics based on gender, age group, and education level. This information provides an initial overview of the respondents' demographic profile. Based on the Table above, 86.49% of the respondents are male farmers (64 individuals), while the remaining 13.5% are female farmers. Gender has a significant influence due to differences in perceptions of agricultural activities between women and men. Many women perceive agricultural work as more suitable for men because farming often requires significant physical endurance. However, female farmers are also essential in coffee crop management, particularly during the harvest season. Coffee harvesting is commonly conducted using the red cherry picking method, in which female farmers are considered more meticulous and careful, making them well-suited to this technique.

Based on the Table above, the most significant proportion of farmer respondents falls within the 51–60 age range, accounting for 50% of the total population. This finding is consistent with Zainura et al. (2016), who stated that career development progresses in line with human development, particularly during middle adulthood (ages 40-60), a period characterized by career success. Generally, such success is attained between the ages of 40 and 50, when most individuals reach their peak performance and hold more established positions compared to their younger years.

Table 1. Respondents characteristic

Respondents Characteristic	Total Number	Percentage
<b>Gender</b>		
Man	64	86.49
Women	10	13.51
<b>Age</b>		
31 - 40	3	4.05
41 - 50	24	32.43
51 – 60	37	50.00
>60	10	10.81
<b>Education</b>		
Primary School	20	27.00
Junior High School	29	39.19
Senior High School	23	31.08
Bachelor	2	2.70

Based on the Table above, the majority of farmers have a junior high school (SMP) education level, accounting for 39.19%. Meanwhile, intermediaries have an elementary school (SD) education level, and collecting traders have a senior high school (SMA) education level. Some farmers have attained a bachelor's degree (S1). According to Hidayanti (2023), a low level of education affects farmers' ability to understand agricultural technologies and information related to farming and cultivation, which ultimately slows the improvement of their welfare. As a result, efforts to increase production also progress slowly. In contrast, farmers with higher levels of education are better able to adapt their farming practices, leading to improved productivity and better outcomes.

#### **Marketing Margin of Robusta Coffee at Gapoktan Suka Maju**

Marketing Channel I is classified as a direct distribution channel, or a zero-level channel, in which producers or farmers sell their products directly to consumers without intermediaries. This channel is generally considered the shortest marketing channel and is often associated with lower transaction costs and excellent price transmission efficiency from producers to consumers (Lestari et al., 2021). However, the adoption of direct marketing among smallholder farmers remains limited due to constraints related to processing capacity, capital availability, and market access (Sari et al., 2022). In the case of Gapoktan Suka Maju, only 2% of farmers use this marketing channel, as not all members process their coffee into ground coffee; the majority prefer to sell their harvest as green beans, which require less processing and lower investment.

This finding is consistent with previous studies indicating that smallholder coffee farmers in Indonesia predominantly sell coffee in raw or semi-processed forms due to limited technological adoption and reliance on traditional processing practices (Utami & Gunawan, 2023). Conventional processing methods are typically inherited from generation to generation. They are often perceived as sufficient to meet basic market requirements, despite offering lower value-added potential than roasted or ground coffee products. As a result, farmers are less inclined to adopt modern processing technologies that could increase product quality, extend shelf life, and enhance market value.

Furthermore, direct marketing channels require farmers to actively engage in packaging, branding, and marketing activities, which may pose additional challenges for farmers with limited managerial skills and market information (Noer, 2024). Studies have shown that farmers who lack access to consumer markets and digital marketing platforms are less likely to participate in direct selling, even though this channel may yield higher profit margins (Manik et al., 2023). Consequently, the low participation rate in Marketing Channel I at Gapoktan Suka Maju reflects broader structural constraints that smallholder coffee farmers face in adopting value-added marketing strategies.

Despite these limitations, direct marketing channels are widely recognized as having the potential to improve farmers' incomes by reducing their dependence on intermediaries and increasing their share of the final consumer price (Christianto et al., 2023). Research conducted in various coffee-producing regions has demonstrated that zero-level channels tend to exhibit higher marketing efficiency due to the absence of intermediary margins and lower overall marketing costs (Sitinjak & Sari, 2022). Therefore, although only a small proportion of farmers currently utilize Marketing Channel I, its development remains strategically essential for enhancing the economic performance and competitiveness of local coffee products. The marketing margin of Robusta coffee in Marketing Channel I is presented in Table 2 below.

Table 2. Marketing margin of robusta coffee in ground coffee

Description	Cost and Price (IDR/Kg)	Margin (IDR/Kg)
Farmers		
Selling Price	175.000	
Processing		
Green Bean	93.600	
Roasting	15.000	
Packing	478	
Total	109.078	
Profit		65.922

The selling price of coffee per kilogram is IDR175.000, with total processing costs of IDR109.078, including green bean processing, roasting, and packaging. The profit farmers obtain is IDR65.922. Farmers usually market their ground coffee in 200-gram packages priced at IDR35.000. Sales are conducted directly to consumers through offline direct selling and online e-commerce platforms. Although farmers incur higher processing costs, this approach enables them to obtain higher selling prices for their products. Processing also offers additional benefits, such as extending product shelf life, allowing farmers greater flexibility to sell coffee beans or ground coffee when market prices increase. Consequently, this process provides farmers with opportunities to implement diverse marketing strategies that can generate higher economic returns (Rosiana, 2020). Higher selling prices ultimately contribute to increased farmer income and improved household welfare.

Marketing Channel II is classified as a one-level channel, involving a single intermediary: a collecting trader. Among the total sample respondents, 57% of farmers chose this marketing channel. Farmers prefer selling coffee to collectors because of their convenient locations and proximity. Additionally, farmers receive a relatively higher selling price by selling directly to collecting traders. The marketing margin of Robusta coffee in Marketing Channel II is presented in Table 3 below.

Table 3. Marketing margin of robusta coffee of green beans from the collecting trader (II)

Description	Cost and Price (IDR/Kg)	Margin (IDR/Kg)
Farmer		
Selling price	78.000	
Marketing cost		
Harvesting	3.657	
Drying	644	
Processing	776	
Transportation	551	
Total	5.536	
Profit		72.464
Collection traders		
Buying price	78.000	
Selling price	79.000	
Margin		1.000

The selling price of Robusta coffee from farmers to collecting traders is IDR78.000 per kilogram, with total marketing costs amounting to IDR5.536 per kilogram. Collecting traders purchase coffee at IDR78.000 and sell it to large companies at IDR79.000, resulting in a marketing margin of IDR1.000. Collecting traders play an important role in purchasing and aggregating coffee harvests from farmers within specific villages or subdistricts (Riri et al., 2023). At Gapoktan Suka Maju, traders buy green coffee beans from farmers and sell them to large companies such as PT Sulotco Jaya Abadi, a subsidiary of the Kapal Api Group. Collecting traders also facilitate farmers' access to markets, particularly for those with limited market access. They act as intermediaries between farmers and large-scale buyers such as exporters or processing companies, enabling efficient aggregation and distribution of coffee from multiple producers. Furthermore, collecting traders help farmers save time and transportation costs by purchasing coffee directly from production sites, simplifying the marketing process for farmers.

Identical marketing margins do not necessarily lead to the same level of farmer welfare because margin size alone does not reflect how value is distributed or how costs are borne within the marketing system. Farmers may receive the same margin but face different production costs, transaction costs, and levels of market risk, which directly affect net income and welfare outcomes

(Tomek & Robinson, 2003). Additionally, differences in bargaining power, access to market information, and dependence on intermediaries can cause farmers with similar margins to capture unequal economic benefits (Kohl & Uhl, 2002). Farmer welfare is also influenced by production scale, productivity, and access to credit or processing opportunities, meaning that identical margins may translate into different real incomes and livelihood outcomes (Barrett, 2008; Ma et al., 2024).

Marketing Channel III is categorized as a two-level channel, involving two intermediaries: intermediaries and collecting traders. Approximately 43% of farmers in the total sample selected this marketing channel because it was closer to intermediaries than to collecting traders. This finding aligns with the study by Pratiwi et al. (2019), which reported that coffee farmers in Tanggamus Regency prefer marketing channels involving intermediaries due to proximity, access to credit, and the absence of special quality requirements. The marketing margin for Robusta coffee in Marketing Channel III is shown in the Table.

Table 4. Marketing margin of robusta coffee as a two-level channel (III)

Description	Cost and Price (IDR/Kg)	Margin (IDR/Kg)
Farmer		
Selling Price	77.000	
Marketing Cost		
Harvesting	3.405	
Drying	901	
Processing	1.221	
Transportation	452	
Total	5.866	
Profit		71.134
Middleman		
Buying price	77.000	
Selling price	78.000	
Marketing Margin		1.000
Collection traders		
Buying price	78.000	
Selling price	79.000	
Marketing Margin		1.000

Intermediaries purchase coffee from farmers at IDR77.000 per kilogram, with total marketing costs of IDR5.866. The coffee is then sold to collecting traders at IDR78.000 per kilogram before being distributed to large companies, generating a marketing margin of IDR1.000 per kilogram. Despite lower selling prices, farmers continue to sell green beans to intermediaries because of their proximity and ease of access. Intermediaries often provide immediate cash payments, which is beneficial for farmers who require quick funds. These geographical and financial factors make intermediaries a practical marketing option, even though prices tend to be lower. Farmers prioritize minimizing marketing costs while ensuring their coffee can be sold. Contractual relationships between farmers and intermediaries arise due to long distances to urban markets, challenging road conditions, and limited transportation capital. The proximity of intermediaries enables farmers to sell coffee without incurring high transportation costs, making this channel a practical and efficient choice.

#### **Marketing Efficiency of Robusta Coffee at Gapoktan Suka Maju**

Marketing efficiency is an indicator used to evaluate a product's marketing system. To assess whether Marketing Channels I, II, and III are efficient, efficiency levels were calculated by comparing marketing margins or total marketing costs with the value of Robusta coffee at the final consumer or marketing institution. According to Sujiwo et al. (2009), cited in Miranda et al. (2023), effective marketing is crucial because it directly affects price levels and stability, which ultimately determine farmers' income. Marketing efficiency in this study is analyzed by the type of coffee marketed: ground coffee and green coffee beans.

Marketing Channel I shows a marketing efficiency value of 8.84%. According to Manalu (2017), marketing channels with efficiency values below 50% are considered efficient, while those above 50% are inefficient. Therefore, Marketing Channel I is classified as efficient. In this channel, farmers sell ground coffee directly to consumers without intermediaries, making it a zero-level channel. Similar findings were reported by Fahmila et al. (2023), who identified direct marketing channels (producer–consumer) as the most efficient due to the absence of intermediaries. The

marketing efficiency values for green coffee beans are 7.10% for Marketing Channel II and 7.62% for Marketing Channel III. According to Manalu (017), both channels are considered efficient because their efficiency values are below 50%. Lower efficiency values indicate higher marketing efficiency. Compared to Channel III, Channel II has a shorter marketing chain, making it more efficient. This finding is consistent with agricultural marketing theory, which states that shorter marketing channels involving fewer intermediaries tend to reduce transaction costs, marketing margins, and inefficiencies arising from information asymmetry (Mgale & Yunxian, 2020; Putranto et al., 2022). Shorter channels also allow farmers to capture a larger share of the final market price, thereby improving overall marketing performance (Monika et al., 2022). Several empirical studies have demonstrated that marketing channels with fewer intermediaries exhibit higher efficiency than longer channels, due to lower distribution and coordination costs (Mmasa et al., 2023; Towpek & Ellyta, 2025). Furthermore, improving market linkages and shortening supply chains are widely recognized as effective strategies to enhance marketing efficiency and farmer welfare in agricultural systems (Ma et al., 2024). This finding is consistent with (Nuriati, 2018)

Who stated that the most efficient marketing channel is the one with the smallest efficiency value and the shortest marketing chain? Thus, it can be concluded that farmers in Gapoktan Suka Maju have implemented appropriate and efficient marketing strategies for green coffee beans.

Table 5. Efficient marketing channel

Marketing Channel	Coffee Price (IDR/Kg)	Marketing cost (IDR/Kg)	Efficiency (%)
I	175.000	15.578	8.84
II	78.000	5.536	7.10
III	77.000	5.866	7.62

## CONCLUSIONS AND SUGGESTIONS

Based on the research findings above, the marketing margin for Argopuro coffee in Jember Regency is approximately IDR1.000, with marketing efficiency exceeding 7%. It can be concluded that Argopuro coffee farming in the study area has a positive impact on improving farmers' welfare. Marketing margins can be increased by selling products not only as coffee beans but also as processed products, such as ground coffee. This study contributes to improving the efficiency of the coffee marketing system. Future research may focus on the role of farmer groups in improving farmers' marketing margins.

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