

**FACTORS AFFECTING PRODUCTION OF COFFEE AGRIBUSINESS
PEOPLE IN THE SILO REGION OF JEMBER
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ABSTRACT

Silo region is one of main small holder coffee producer at Jember district. Unpredictable world production and price can cause unsustainability of small holder coffee production. The purpose of this study to analyze and test the effect of independent variables simultaneously, partially and the most dominant influence on the production of coffee agribusiness people. This study took a sample of 70 people from the coffee growers in 2239 people. Sampling technique using proportional cluster sampling technique. Data were analyzed with SPSS version 16.0 statistical models with linear regression. Prior to analysis, to test the validity and reliability, F test and t test. The results showed that the F test of regression testing can be concluded that all independent variables significantly influence people's coffee production in the Silo region at Jember district. t test regression testing can be concluded as follows: independent variables that significantly influence was vast land, capital, experience, and access to education and information, while the variable contribution of the local government does not significantly affect coffee production people in the Silo region at Jember district. The most dominant variable in affecting people's coffee production in Silo region at Jember district is a variable capital.

Keywords: Coffee people, agribusiness production, small holder plantation

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