

ABSTRAK

Tujuan dari penelitian ini untuk menganalisis pengalaman, tingkat pendidikan, pendapatan dan harga dalam mempengaruhi willingness to pay bibit sawit bersertifikat. Penelitian ini dilakukan pada 42 orang responden petani sawit dikecamatan bandar khalifah. Penelitian ini menggunakan data primer yaitu data diambil secara langsung dengan menggunakan kuesioner. Hasil penelitian menunjukkan bahwa secara parsial pengalaman dan tingkat pendidikan tidak berpengaruh terhadap willingness to pay bibit sawit bersertifikat, pendapatan dan harga berpengaruh terhadap willingness to pay bibit sawit bersertifikat sedangkan secara simultan pengalaman, tingkat pendidikan, pendapatan dan harga berpengaruh terhadap willingness to pay, hasil uji paired t test menunjukkan tidak ada perbedaan harga bagi petani untuk kesediaan membayar bibit kelapa sawit bersertifikat. Nilai koefisien determinasi yang diperoleh (*R-Square*) adalah 0,743 maka diketahui pengalaman, tingkat pendidikan, pendapatan dan harga berpengaruh 74,3%%, adapun sisanya 25,7 dipengaruhi faktor diluar dari variabel yang diteliti.

Kata Kunci: Pengalaman, Tingkat Pendidikan, Pendapatan, Harga

ABSTRACT

The purpose of this research is to analyze experience, education level, income and price in influencing willingness to pay for certified oil palm seeds. This research was conducted on 42 respondents of oil palm farmers in the district of Bandar Khalifa. This study uses primary data, namely data taken directly by using a questionnaire. The results showed that partially experience and education level had no effect on willingness to pay for certified oil palm seeds, income and price had an effect on willingness to pay for certified palm seeds, while simultaneously experience, education level, income and price had an effect on willingness to pay. The results of the paired t test show that there is no difference in prices for farmers for their willingness to pay for certified oil palm seeds. The coefficient of determination obtained (R-Square) is 0.743, so it is known that experience, education level, income and price affect 74.3%%, while the remaining 25.7 is influenced by factors outside of the variables studied.

Keywords: *Experience, Education Level, Income, Price*