ABSTRAK

tenera pada perkebunan rakyat. Penelitian dilakukan di Kecamatan Selesai dengan sampel yang digunakan sejumlah 100 orang dengan teknik metode quota. UntukANDI SAPUTRA HUTASOIT (173305020006) dengan judul "Pengaruh *Relative Advantage* Dan *Self- Identity* Terhadap Niat Beli Bibit Varietas Tenera Di Perkebunan Rakyat (Studi Kasus Pada Petani Kelapa Sawit Di Kecamatan Selesai Kabupaten Langkat) Dengan Theory Of Planned Behavior (TPB)" Penelitian ini dibimbing oleh Abednego Suranta Karo Sekali, S.TP., M.P. Kelapa sawit merupakan salah satu komoditas yang memiliki peran penting dalam kegiatan perekonomian di Indonesia. Namun, produktivitas petani kelapa sawit masih tergolong rendah. Hal ini dikarenakan penggunaan bahan tanam yang buruk. Tenera sebagai salah satu teknologi belum diadopsi dengan baik oleh petani. Tujuan penelitian ini adalah untuk membahas topik adopsi pengolahan data dan uji statistik digunakan Partial Least Square (SmartPLS 3.0). Hasil dari penelitian ini adalah variabel subjektif dan persepsi kontrol perilaku berpengaruh signifikan terhadap niat beli. Sedangkan variabel *Relative Advantage, Self-Identity* dan sikap tidak berpengaruh signifikan terhadap niat beli bibit tenera.

Kata Kunci: Tenera, SEM-PLS, *Relative Advantage, Self-Identity*.

ABSTRACT

ANDI SAPUTRA HUTASOIT (173305020006) with the title "The Influence of Relative Advantage and Self-Identity on Purchase Intentions of Tenera Variety Seeds in People's Plantations (Case Study on Oil Palm Farmers in Finish District, Langkat Regency) With Theory Of Planned Behavior (TPB)" This research was guided by Abednego Suranta Karo Once, S.TP., MP. Palm oil is a commodity that has an important role in economic activities in Indonesia. However, the productivity of oil palm farmers is still relatively low. This is due to the use of poor planting material. Tenera as a technology has not been well adopted by farmers. The purpose of this study is to discuss the topic of tenera adoption in smallholder plantations. The study was conducted in the District of Finish with a sample of 100 people using the quota method technique. For data processing and statistical tests used Partial Least Square (SmartPLS 3.0). The results of this study are subjective variables and behavioral control perceptions have a significant effect on purchase intention. While the Relative Advantage, Self-Identity and attitude variables have no significant effect on the purchase intention of tenera seeds.

Keywords: Tenera, SEM-PLS, Relative Advantage, Self-Identity.