

ABSTRAK

Produktivitas kelapa sawit petani rakyat sangat rendah dibandingkan dengan produktivitas rata-rata di Indonesia. Hal ini dikarenakan kurangnya pemakaian benih bersertifikat. Penelitian ini bertujuan untuk mengetahui karakteristik petani kelapa sawit di Desa Blankahan dan untuk mengetahui faktor-faktor yang mempengaruhi petani rakyat dalam memilih benih kelapa sawit bersertifikat di Desa Blankahan Kecamatan Kuala Kabupaten Langkat. Populasi dan sampel pada penelitian ini sebanyak 89 orang. Penelitian ini menggunakan teknik Uji Regresi Linear Berganda. Berdasarkan data yang di dapat sebesar 77% faktor-faktor seperti pendidikan, pengaruh pihak, lama berusahatani, luas lahan, harga benih, akses benih, kualitas dan persepsi. Sedangkan sisanya sebesar 23% berasal dari faktor-faktor di luar penelitian. Hasil dari uji F dapat disimpulkan bahwa variabel independen secara simultan berpengaruh signifikan terhadap variabel dependen yaitu keputusan pembelian kelapa sawit adalah variabel pengaruh pihak lain, harga benih, akses benih dan kualitas.

Kata Kunci: Kelapa Sawit, Benih bersertifikat, Keputusan pembelian.

ABSTRACT

The productivity of smallholder oil palm is still low compared to the average productivity of Indonesia. This is due to the lack of use of certified seeds. This study aims to determine the characteristics of oil palm farmers in Blankahan village and to determine the factors that influence smallholder farmers in choosing certified oil palm seeds in Blankahan village, Kuala District, Langkat Regency. The population and sample in this study were 89 people. This research uses multiple linear regression test technique. Based on the data obtained 77% of factors such as education, influence of other parties, length of farming, land area, seed price, seed access, quality and perception. While the remaining 23% came from factors outside the study. The results of the F test can be concluded that the independent variable, namely the decision to purchase palm oil, and the variables that influence the decision to purchase palm oil are the variables of the influence of other parties, price of seeds, access to seeds and quality.

Keywords: *Palm Oil, certified seeds, purchasing decisions.*