

## INTISARI

Penelitian ini bertujuan untuk menganalisis: (1) tingkat kesediaan petani cabai besar dalam menjalin SKU, (2) faktor-faktor yang mempengaruhi kesediaan petani cabai besar menjalin SKU, (3) tingkat kesediaan petani cabai besar menjalin SKU kembali, (4) tingkat kesediaan petani cabai besar melanjutkan SKU, dan (5) faktor-faktor yang mempengaruhi kesediaan petani melanjutkan SKU. Penelitian ini menggunakan metode *quota sampling* dengan melakukan wawancara langsung kepada 105 responden yang terdiri dari 35 petani cabai besar yang tidak pernah menjalin SKU, 35 petani cabai besar yang berhenti menjalin SKU, dan 35 petani yang sedang menjalin SKU. Pernyataan yang digunakan dalam penelitian ini diuji dengan menggunakan uji validitas dan reliabilitas. Data penelitian dianalisis dengan menggunakan analisis faktor konfirmatori, uji proporsi, uji Z dan analisis regresi logistik (ARL). Hasil penelitian menunjukkan bahwa: (1) tingkat proporsi kesediaan petani menjalin SKU dengan senang hati adalah sebesar 69,52%, (2) kesediaan petani menjalin SKU dipengaruhi positif dan signifikan oleh variabel akses kredit input, pelayanan penyuluhan dan pendampingan maupun asuransi pasar, (3) tingkat kesediaan petani menjalin SKU kembali dengan senang hati adalah sebesar 40%, (4) tingkat kesediaan petani melanjutkan SKU dengan senang hati sebesar 60% yang mana tergolong sedang, dan (5) Variabel pengalaman kontrak, umur, kesesuaian lahan, ketepatan dalam pembayaran, harga kompetitif, dan transparansi dalam penentuan kuantitas dan kualitas produk berpengaruh positif dan signifikan terhadap kesediaan petani melanjutkan SKU.

Kata kunci: SKU, Cabai besar, Kesediaan menjalin dan melanjutkan SKU, Analisis faktor, Uji Proporsi, dan ARL.

## ABSTRACT

*This study aims to analyze: (1) the level of willingness of large chili farmers to establish contract farming system, (2) the factors that influence the willingness of large chili farmers to establish contract farming system, (3) the level of willingness of large chili farmers to recontinue contract farming system, (4) the level of willingness large chili farmers continue the contract farming system, and (5) the factors that influence the willingness of farmers to continue the contract farming system. This study used the quota sampling method by conducting direct interviews with 105 respondents consisting of 35 large chili farmers who had never established contract farming system, 35 large chili farmers who stopped establishing contract farming system, and 35 farmers who were currently establishing contract farming system. The statements used in this study were tested using validity and reliability tests. Research data were analyzed using confirmatory factor analysis, proportion test, Z test and logistic regression analysis. The results showed that: (1) the proportion of farmers' willingness to happily establish contract farming system was 69.52%, (2) farmers' willingness to establish contract farming system was positively and significantly affected by the variables of input credit access, extension services and assistance as well as market insurance, (3) the level of willingness of farmers to happily recontinue contract farming system is 40%, (4) the level of willingness of farmers to continue contract farming system happily is 60% which is classified as moderate, and (5) Variables of contract experience, age, land suitability, accuracy in payment, competitive prices, and transparency in determining the quantity and quality of products have a positive and significant impact on farmers' willingness to continue with contract farming system.*

**Keywords:** *Contract farming System (CF), Large chili, Willingness to Participate, Recontinue and Continue CF, Confirmatory Factor Analysis, Proportion Test, and Logit Regression Analysis.*