

DAFTAR PUSTAKA

- Abebe, G. K., Bijman, J., Kemp, R., Omta, O., and Tsegaye, A. (2013). Contract farming configuration: Smallholders' preferences for contract design attributes. *Food Policy* **40**, 14-24.
- Adesina, A. A., and Baidu-Forson, J. (1995). Farmers' perceptions and adoption of new agricultural technology: evidence from analysis in Burkina Faso and Guinea, West Africa. *Agricultural Economics* **13**, 1-9.
- Adnyana, M., and Wardana, P. (2016a). Willingness to Accept dan Willingness to Pay Petani dan Konsumen terhadap Padi Hibrida di Sentra Produksi Jawa Timur. *Jurnal Penelitian Pertanian Tanaman Pangan* **35**, 53.
- Adnyana, M. O., and Wardana, P. (2016b). Willingness to Accept dan Willingness to Pay Petani dan Konsumen terhadap Padi Hibrida di Sentra Produksi Jawa Timur. *Jurnal Penelitian Pertanian Tanaman Pangan* **35**, 53.
- Agarwal, R., and Karahanna, E. (2000). Time Flies When You're Having Fun: Cognitive Absorption and Beliefs about Information Technology Usage. *MIS Quarterly* **24**, 665-694.
- Aizaki, H., and A Nishimura, K. (2008). Design and Analysis of Choice Experiments Using R: A Brief Introduction. *Agricultural Information Research* **17**, 86-94.
- Aizaki, H., Nakatami, T., and Sato, K. (2015). Stated Preference Methods Using R. CRC Press, Boca Raton.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes* **50**, 179-211.
- Ajzen, I. (2002). Constructing a TpB Questionnaire: Conceptual and Methodological Considerations.
- Ajzen, I. (2005). "Attitudes, Personality and Behavior."
- Alhusin, S. (2003). "Aplikasi Statistik Praktis dengan SPSS.10 for Windows," Graha Ilmu, Yogyakarta.
- Alpert, M. I. (1971). Identification of Determinant Attributes: A Comparison of Methods. *Journal of Marketing Research* **8**, 184 - 191.
- Amin, M., Rezaei, S., and Abolghasemi, M. (2014). User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International* **5**, 258-274.
- Ardana, I. K. (2017). Kinerja Kelembagaan Perlindungan Indikasi Geografis Kopi Kintamani. *Agricore* **2**, 242-246.
- Armitage, C., and Conner, M. (2001). Efficacy of the Theory of Planned Behaviour: A Meta-Analytic Review. *British Journal of Social Psychology* **40**, 471-499.
- Armstrong, A., Ling, E., Stedman, R., and Kleinman, P. (2011). Adoption of the Conservation Reserve Enhancement Program in the New York City Watershed: The Role of Farmer Attitudes. *Journal of Soil and Water Conservation* **66**, 337-344.
- Armstrong, A., and Stedman, R. C. (2012). Landowner willingness to implement riparian buffers in a transitioning watershed. *Landscape and Urban Planning* **105**, 211-220.
- Arouna, A., Adegbola, P., O, B., and Diagne, A. (2015). "Contract farming preferences of smallholders rice producers in Africa: a stated choice model using mixed logit."
- Ataei, P., Gholamrezai, S., Movahedi, R., and Aliabadi, V. (2021). An analysis of farmers' intention to use green pesticides: The application of the extended theory of planned behavior and health belief model. *Journal of Rural Studies* **81**, 374-384.
- Azwar, S. (2004). "Reliabilitas dan Validitas," Pustaka Pelajar, Yogyakarta.

- Azwar, S. (2017). "Metode Penelitian," Pustaka Pelajar, Yogyakarta.
- Baker, R., and Ruting, B. (2014). "Environmental Policy Analysis: A Guide to Non-Market Valuation," Productivity Commission Staff Working Paper, Canberra.
- Bamberg, S., Hunecke, M., and Blöbaum, A. (2007). Social context, personal norms and the use of public transportation: Two field studies. *Journal of Environmental Psychology* **27**, 190-203.
- Bamberg, S., and Möser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour. *Journal of Environmental Psychology* **27**, 14-25.
- Barham, B. L., and Weber, J. G. (2012). The Economic Sustainability of Certified Coffee: Recent Evidence from Mexico and Peru. *World Development* **40**, 1269-1279.
- Barjolle, D., Quiñones-Ruiz, X. F., Bagal, M., and Comoé, H. (2017). The Role of the State for Geographical Indications of Coffee: Case Studies from Colombia and Kenya. *World Development* **98**, 105-119.
- Barrett, C. B., Bachke, M. E., Bellemare, M. F., Michelson, H. C., Narayanan, S., and Walker, T. F. (2012). Smallholder Participation in Contract Farming: Comparative Evidence from Five Countries. *World Development* **40**, 715-730.
- Bateman, I., Carson, R. T., Day, B., Hanemann, M., Hanley, N., Hett, T., Jones-Lee, M., Loomes, G., Mourato, S., zdemiroglu, E. O., Pearce, D. W., OBE, Sugden, R., and Swanson, J. (2002a). "Economic Valuation with Stated Preference Techniques Summary Guide." Department for Transport, Local Government and the Regions, London
- Bateman, I. J., Carson, R. T., Day, B., Hanemann, W. M., Hanley, N., Hett, T., Lee, M. J., Loomes, G., Mourato, S., Özdemiroglu, E., and Pearce, D. W. (2002b). "Economic Valuation With Stated Preference Techniques: A Manual," Edward Elgar, UK.
- Becker, T. (2009). European Food Quality Policy: The Importance of Geographical Indications, Organic Certification and Food Quality Assurance Schemes in European Countries. *Estey Centre Journal of International Law and Trade Policy* **10**.
- Beghin, J. C., Maertens, M., and Swinnen, J. (2015). Nontariff Measures and Standards in Trade and Global Value Chains. *Annual Review of Resource Economics* **7**, 425-450.
- Bekele, W. (2006a). Analysis of Farmers' Preferences for Development Intervention Programs: A Case Study of Subsistence Farmers from East Ethiopian Highlands. *African Development Review-revue Africaine De Developpement - AFR DEV REV* **18**.
- Bekele, W. (2006b). Analysis of Farmers' Preferences for Development Intervention Programs: A Case Study of Subsistence Farmers from East Ethiopian Highlands. *African Development Review* **18**, 183-204.
- Ben-Akiva, M., and Lerman, S. R. (1985). "Discrete choice analysis: theory and application to travel demand," MIT Press, Cambridge.
- Bennett, J., and Birol, E., eds. (2010). "Choice Experiments in Developing Countries : Implementation, Challenges and Policy Implications." Edward Elgar, Massachusetts.
- Bernardian, H. J., and Russel, J. E. A. (1993). "Human resource Management : an approach," Mc. Grow – Hill, New York.
- Birol, E., Rayn, E., and Smale, M. (2007). Farmer Preferences for Milpa Diversity and Genetically Modified Maize in Mexico: A Latent Class Approach. *Environment and Development Economics* **14**.
- Birol, E., Villalba, E. R., and Smale, M. (2009). Farmer preferences for milpa diversity and genetically modified maize in Mexico: a latent class approach. *Environment and Development Economics* **14**, 521-540.
- Bitzer, V., Francken, M., and Glasbergen, P. (2008). Intersectoral partnerships for a sustainable coffee chain: Really addressing sustainability or just picking (coffee) cherries? *Global Environmental Change* **18**, 271-284.

- Bizimana, C., Nieuwoudt, W., and Ferrer, S. (2002). Factors influencing adoption of recommended farm practices by coffee farmers in Butare, southern Rwanda. *Agrekon* **41**, 237-248.
- Blazy, J.-M., Carpentier, A., and Thomas, A. (2011). The willingness to adopt agro-ecological innovations: Application of choice modelling to Caribbean banana planters. *Ecological Economics* **72**, 140-150.
- Bolwig, S., Gibbon, P., and Jones, S. (2009). The Economics of Smallholder Organic Contract Farming in Tropical Africa. *World Development* **37**, 1094-1104.
- Borges, J. A. R., and Oude Lansink, A. G. J. M. (2016). Identifying psychological factors that determine cattle farmers' intention to use improved natural grassland. *Journal of Environmental Psychology* **45**, 89-96.
- Borges, J. A. R., Oude Lansink, A. G. J. M., Marques Ribeiro, C., and Lutke, V. (2014). Understanding farmers' intention to adopt improved natural grassland using the theory of planned behavior. *Livestock Science* **169**, 163-174.
- Bowen, S. (2010). Embedding Local Places in Global Spaces: Geographical Indications as a Territorial Development Strategy. *Rural Sociology* **75**, 209-243.
- BPS (2020). Statistik Kopi Indonesia 2019. Badan Pusat Statistik Indonesia, Jakarta.
- BPS (2021). "Statistik Daerah Kabupaten Temanggung 2021."
- Bramley, C., Biénabe, E., and Kirsten, J. (2009). The economics of geographical indications: Towards a conceptual framework for geographical indication research in developing countries. *The Economics of Intellectual Property*.
- Bravo-Monroy, L., Potts, S. G., and Tzanopoulos, J. (2016). Drivers influencing farmer decisions for adopting organic or conventional coffee management practices. *Food Policy* **58**, 49-61.
- Bro, A., Clay, D., Ortega, D., and Lopez, M. C. (2017). Determinants of Adoption of Sustainable Production Practices among Smallholder Coffee Producers in Nicaragua. *Environment Development and Sustainability*.
- Brosnan, M. J. (1999). Modeling technophobia: a case for word processing. *Computers in Human Behavior* **15**, 105-121.
- Bruijnjs, M., Hogeveen, H., Garforth, C., and Stassen, E. (2013). Dairy farmers' attitudes and intentions towards improving dairy cow foot health. *Livestock Science* **155**, 103-113.
- Caffaro, F., Micheletti Cremasco, M., Roccato, M., and Cavallo, E. (2020). Drivers of farmers' intention to adopt technological innovations in Italy: The role of information sources, perceived usefulness, and perceived ease of use. *Journal of Rural Studies* **76**, 264-271.
- Cao, S., Xu, C., Chen, L., and Wang, X. (2009). Attitudes of farmers in China's northern Shaanxi Province towards the land-use changes required under the Grain for Green Project, and implications for the project's success. *Land Use Policy* **26**, 1182-1194.
- Carson, R. T., Flores, N. E., and Meade, N. F. (2001). Contingent Valuation: Controversies and Evidence. *Environmental and Resource Economics* **19**, 173-210.
- Castillo, G., Engler, A., and Wollni, M. (2021). Planned behavior and social capital: Understanding farmers' behavior toward pressurized irrigation technologies. *Agricultural Water Management* **243**, 106524.
- Chaves, B., and Riley, J. (2001). Determination of factors influencing integrated pest management adoption in coffee berry borer in Colombian farms. *Agriculture, Ecosystems & Environment* **87**, 159-177.
- Chen, S.-Y. (2016). Using the sustainable modified TAM and TPB to analyze the effects of perceived green value on loyalty to a public bike system. *Transportation Research Part A: Policy and Practice* **88**, 58-72.

- Chiputwa, B., Spielman, D. J., and Qaim, M. (2015). Food Standards, Certification, and Poverty among Coffee Farmers in Uganda. *World Development* **66**, 400-412.
- Chou, J.-S., Kim, C., Ung, T.-K., Yutami, I. G. A. N., Lin, G.-T., and Son, H. (2015). Cross-country review of smart grid adoption in residential buildings. *Renewable and Sustainable Energy Reviews* **48**, 192-213.
- Cohen, J. (1988). "Statistical power analysis for the behavioral sciences," Rep. No. 0805802835.
- Creswell, J. W., and Clark, V. L. P. (2017). "Designing and Conducting Mixed Methods Research," SAGE Publications.
- Damayanti, T., and Setiadi, H. (2019). The Influence of Certificaton of Gayo Coffee Geographical Indication Against Value Added of Coffee In Gayo Highlands, Aceh. *IOP Conference Series: Earth and Environmental Science* **338**, 012028.
- Dammert, A., and Mohan, S. (2014). A survey of the economics of fair trade. *Journal of Economic Surveys* **29**.
- Daviron, B., and Ponte, S. (2013). The Coffee Paradox: Global markets, commodity trade and the elusive promise of development. Zed Books Ltd, New York.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly* **13**, 319-340.
- Daxini, A., Ryan, M., O'Donoghue, C., and Barnes, A. P. (2019). Understanding farmers' intentions to follow a nutrient management plan using the theory of planned behaviour. *Land Use Policy* **85**, 428-437.
- De Salvo, M., Cucuzza, G., Cosentino, S., Nicita, L., and Signorello, G. (2018). FARMERS' PREFERENCES FOR ENHANCING SUSTAINABILITY IN ARABLE LANDS: EVIDENCE FROM A CHOICE EXPERIMENT IN SICILY. *New Medit* **XVII**, 57-70.
- Diallo, A. (2017). Evaluation of the economic impact of geographical indications : three case studies.
- DISKOMINFO (2021). Statistik Kabupaten Temanggung tahun 2021. Dinas Komunikasi dan Informatika Kabupaten Temanggung, Temanggung.
- DJKI (2018). Indikasi Geografis Terdaftar. (K. H. d. HAM, ed.). Direktorat Jenderal Kekayaan Intelektual.
- DJKI (2019). Pengenalan Indikasi Geografis.
- Dlamini, S., Tesfamichael, S. G., and Mokhele, T. (2021). Socio-demographic determinants of environmental attitudes, perceptions, place attachment, and environmentally responsible behaviour in Gauteng province, South Africa. *Scientific African* **12**, e00772.
- Duke, J. M., Borchers, A. M., Johnston, R. J., and Absetz, S. (2012). Sustainable agricultural management contracts: Using choice experiments to estimate the benefits of land preservation and conservation practices. *Ecological Economics* **74**, 95-103.
- Durand, C., and Fournier, S. (2017). Can Geographical Indications Modernize Indonesian and Vietnamese Agriculture? Analyzing the Role of National and Local Governments and Producers' Strategies. *World Development* **98**, 93-104.
- Dwiyanto, A. (1995). Penilaian Organisasi Pelayanan Publik. In " Seminar Kinerja Organisasi Pelayanan Publik," FISIPOL UGM, Yogyakarta.
- Eaton, C., and Shepherd, A. W. (2001). Contract Farming-Partnerships for Growth. Food & Agriculture Organizaation, Rome, Italy.
- Eweoya, I., Okuboyejo, S., Odetunmbi, O. A., and Odusote, B. O. (2021). An Empirical Investigation of Acceptance, Adoption and the Use of E-Agriculture in Nigeria. *Heliyon*, e07588.

- FAO (2001). Contract farming Partnerships for growth. In "FAO Agricultural Services, Bulletin 145". Food and Agriculture Organization of the United Nations.
- Fayol, H. (2013). "General and Industrial Management," Martino Publishing, United Kingdom.
- Fernandes, A. A. R., Solimun, and Cahyoningtyas, R. A. (2021). Structural equation modelling on Latent Variables to identify farmers satisfaction in East Java using Mixed-Scale Data. *Journal of Physics: Conference Series* **1872**, 012022.
- Ferraro, P. J., and Price, M. K. (2013). Using Nonpecuniary Strategies to Influence Behavior: Evidence from a Large-Scale Field Experiment. *The Review of Economics and Statistics* **95**, 64-73.
- Fischer, S., and Wollni, M. (2018). The role of farmers' trust, risk and time preferences for contract choices: Experimental evidence from the Ghanaian pineapple sector. *Food Policy* **81**, 67-81.
- Frey, W. H. (2021). "What the 2020 census will reveal about America: Stagnating growth, an aging population, and youthful diversity." Brookings.
- Galtier, F., Belletti, G., and Marescotti, A. (2008). Are Geographical Indications a way to "decommodify" the coffee market?
- Galtier, F., Belletti, G., and Marescotti, A. (2013). Factors Constraining Building Effective and Fair Geographical Indications for Coffee: Insights from a Dominican Case Study. *Development Policy Review* **31**, 597-615.
- Gasiorowska, A. (2014). The relationship between objective and subjective wealth is moderated by financial control and mediated by money anxiety. *Journal of Economic Psychology* **43**, 64-74.
- Gelaw, F., Speelman, S., and Van Huylenbroeck, G. (2016). Farmers' marketing preferences in local coffee markets: Evidence from a choice experiment in Ethiopia. *Food Policy* **61**, 92-102.
- George, D., and Mallery, P. (2016). IBM SPSS statistics 23 step by step : a simple guide and reference.
- Gertler, P. J., Martinez, S., Premand, P., Rawlings, L. B., and Vermeersch, C. M. J. (2016). "Impact Evaluation in Practice," World Bank Publications, Washington.
- Gilbert, D. U., Rasche, A., and Waddock, S. (2015). Accountability in a Global Economy: The Emergence of International Accountability Standards. *Business Ethics Quarterly* **21**, 23-44.
- Giovannucci, D., and Ponte, S. (2005). Standards as a new form of social contract? Sustainability initiatives in the coffee industry. *Food Policy* **30**, 284-301.
- Giuliani, E., Ciravegna, L., Vezzulli, A., and Kilian, B. (2017). Decoupling Standards from Practice: The Impact of In-House Certifications on Coffee Farms' Environmental and Social Conduct. *World Development* **96**, 294-314.
- Glover, D. S. (1990). "Small farmers, big business : contract farming and rural development / David Glover and Ken Kusterer," Macmillan, Houndmills, Basingstoke, Hampshire.
- Gong, M., and Yan, K. (2004). Applying Technology Acceptance Model, Theory of Planned Behavior and Social Cognitive Theory to Mobile Data Communications Service Acceptance. In "PACIS".
- Green, P. E., and Srinivasan, V. (1978). Conjoint Analysis in Consumer Research: Issues and Outlook. *Journal of Consumer Research* **5**, 103-123.
- Green, P. E., Wind, J., and Rao, V. R. (2000). Conjoint Analysis: Methods and Applications. In ""Frontmatter" Technology Management Book" (R. C. Dorf, ed.). CRC Press LLC, Boca Raton.
- Griffin, R. (2015). "Fundamentals of Management," Cengage Learning.
- Grosh, B. (1994). Contract Farming in Africa: an Application of the New Institutional Economics. *Journal of African Economies* **3**, 231-261.

- Guido, G., Prete, M., Peluso, A., Maloumby-Baka, R., and Buffa, C. (2010). The role of ethics and product personality in the intention to purchase organic food products: a structural equation modeling approach. *International Review of Economics* **57**, 79-102.
- Haggar, J. P., Barrios, M. O., Bolaños, M., Merlo, M., Moraga, P., Munguía, R., Poncé, A., Romero, S., Soto, G., Staver, C. P., Virginio, E. d. M., Systems, A., 82, V., 285-301, P., and 2011, D. (2011). Coffee agroecosystem performance under full sun, shade, conventional and organic management regimes in Central America. *Agroforestry Systems* **82**, 285-301.
- Hair, J., Black, W., Babin, B., and Anderson, R. (2010). "Multivariate Data Analysis: A Global Perspective."
- Hair, J., Hult, G. T. M., Ringle, C., and Sarstedt, M. (2014). "A Primer on Partial Least Squares Structural Equation Modeling."
- Hair, J., Ringle, C., and Sarstedt, M. (2012a). Partial Least Squares: The Better Approach to Structural Equation Modeling? *Long Range Planning* **45**, 312-319.
- Hair, J., Sarstedt, M., Ringle, C., and Mena, J. (2012b). An Assessment of the Use of Partial Least Squares Structural Equation Modeling in Marketing Research. *Journal of the Academy of Marketing Science* **40**, 414-433.
- Hair, J. F., Sarstedt, M., Pieper, T. M., and Ringle, C. M. (2012c). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning* **45**, 320-340.
- Halilovic, S., and Cicic, M. (2015). Changes in beliefs, satisfaction and information system continuance intention of experienced users. *International Journal of Business Information Systems* **20**, 509-535.
- Hanley, N., and Barbier, E. B. (2009). "Pricing Nature : Cost-Benefit Analysis and Environmental Policy," Edward Elgar Publishing Limited, Massachusetts.
- Hansen, H., and Trifković, N. (2014). Food Standards are Good – For Middle-Class Farmers. *World Development* **56**, 226-242.
- Haryono, S., and Wardoyo, P. (2013). "Structural Equation Modeling (SEM) Untuk Penelitian Manajemen dengan AMOS 18.00," PT Intermedia Personalita Utama Jakarta.
- Hauber, A. B., González, J. M., Groothuis-Oudshoorn, C. G. M., Prior, T., Marshall, D. A., Cunningham, C., Ijzerman, M. J., and Bridges, J. F. P. (2016). Statistical Methods for the Analysis of Discrete Choice Experiments: A Report of the ISPOR Conjoint Analysis Good Research Practices Task Force. *Value in Health* **19**, 300-315.
- Hill, C. W. L., and McShane, S. L. (2008). "Principles of Management," McGraw-Hill/Irwin.
- Ho, T. Q., Hoang, V.-N., Wilson, C., and Nguyen, T.-T. (2018). Eco-efficiency analysis of sustainability-certified coffee production in Vietnam. *Journal of Cleaner Production* **183**, 251-260.
- Hoffman, S. D., and Duncan, G. J. (1988). Multinomial and Conditional Logit Discrete-Choice Models in Demography. *Demography* **25**.
- Hossain, M., Quaddus, M., and Islam, N. (2016). Developing and validating a model explaining the assimilation process of RFID: An empirical study. *Information Systems Frontiers* **18**.
- Hox, J., and Bechger, T. (1999). An Introduction to Structural Equation Modeling. *Family Science Review* **11**.
- Hung Anh, N., Bokelmann, W., Thi Thuan, N., Thi Nga, D., and Van Minh, N. (2019). Smallholders' Preferences for Different Contract Farming Models: Empirical Evidence from Sustainable Certified Coffee Production in Vietnam. *Sustainability* **11**.

- Ibnu, M., Glasbergen, P., Offermans, A., and Arifin, B. (2015). Farmer Preferences for Coffee Certification: A Conjoint Analysis of the Indonesian Smallholders. *Journal of Agricultural Science* **7**, 20-35.
- Ilbery, B., and Kneafsey, M. (2000). Producer constructions of quality in regional speciality food production: a case study from south west England. *Journal of Rural Studies* **16**, 217-230.
- ITC (2015). "The State Of Sustainable Markets : Statistics And Emerging Trends 2015," International Trade Centre, Geneva.
- Jena, P. R., Chichaibelu, B. B., Stellmacher, T., and Grote, U. (2012). The impact of coffee certification on small-scale producers' livelihoods: a case study from the Jimma Zone, Ethiopia. *Agricultural Economics* **43**, 429-440.
- Jena, P. R., and Grote, U. (2010). Changing Institutions to Protect Regional Heritage: A Case for Geographical Indications in the Indian Agrifood Sector. *Development Policy Review* **28**, 217-236.
- Jena, P. R., Stellmacher, T., and Grote, U. (2017). Can coffee certification schemes increase incomes of smallholder farmers? Evidence from Jinotega, Nicaragua. *Environment, Development and Sustainability* **19**, 45-66.
- Jha, C. K., and Gupta, V. (2021). Farmer's perception and factors determining the adaptation decisions to cope with climate change: An evidence from rural India. *Environmental and Sustainability Indicators* **10**, 100112.
- Jiang, L., Zhang, J., Wang, H. H., Zhang, L., and He, K. (2018). The impact of psychological factors on farmers' intentions to reuse agricultural biomass waste for carbon emission abatement. *Journal of Cleaner Production* **189**, 797-804.
- Junior, C. H., Oliveira, T., and Yanaze, M. (2019). The adoption stages (Evaluation, Adoption, and Routinisation) of ERP systems with business analytics functionality in the context of farms. *Computers and Electronics in Agriculture* **156**, 334-348.
- Kambewa, E. V. (2007). "Contracting for sustainability: An analysis of the Lake Victory-EU Nile perch chain," Wageningen Academic Publishers, The Netherlands.
- Karraker, A. (2014). "Feeling Poor" Perceived Economic Position and Environmental Mastery Among Older Americans. *Journal of aging and health* **26**.
- Kementan (2017). Profil Indikasi Geografis (IG) Produk Pertanian 2017.
- Key, N., and Runsten, D. (1999). Contract Farming, Smallholders, and Rural Development in Latin America: The Organization of Agroprocessing Firms and the Scale of Outgrower Production. *World Development* **27**, 381-401.
- Kilian, B., Jones, C., Pratt, L., and Villalobos, A. (2006). Is sustainable agriculture a viable strategy to improve farm income in Central America? A case study on coffee. *Journal of Business Research* **59**, 322-330.
- King, W. R., and He, J. (2006). A meta-analysis of the technology acceptance model. *Information & Management* **43**, 740-755.
- Kirumba, E. G., and Pinard, F. (2010). Determinants of farmers' compliance with coffee eco-certification standards in Mt. Kenya region. In "2010 AAAE Third Conference/AEASA 48th Conference". African Association of Agricultural Economists (AAAE), Capte Town.
- Kjær, T. (2005). A review of the discrete choice experiment - with emphasis on its application in health care. *Health Economics Papers* **1**.
- Kock, N. (2021). "WarpPLS User Manual: Version 7.0," ScriptWarp Systems Texas.
- Krishnadas, R., and Renganathan, R. (2021). Examining the theory of planned behaviour in determining the farmers intention to purchase tractors. *Materials Today: Proceedings*.

- Kumba, F. F. (2003). Farmer Participation in Agricultural Research and Extension Service in Namibia. *Journal of International Agricultural and Extension Education* **10**.
- Laksono, P., Irham, Mulyo, J. H., and Suryantini, A. (2022). Farmers' willingness to adopt geographical indication practice in Indonesia: A psycho behavioral analysis. *Heliyon* **8**, e10178.
- Larson, D. F., and Plessmann, F. (2009). Do farmers choose to be inefficient? Evidence from Bicol. *Journal of Development Economics* **90**, 24-32.
- Latan, H. (2014). "Aplikasi Analisis Data Statistik untuk Ilmu Sosial Sains dengan IBM SPSS," Alfabeta, Bandung.
- Lee, M.-C. (2009). Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce Research and Applications* **8**, 130-141.
- Lee, Y., Kozar, K., and Larsen, K. (2003). The Technology Acceptance Model: Past, Present, and Future. *Technology* **12**.
- Leech, N. L., and Onwuegbuzie, A. J. (2009). A typology of mixed methods research designs. *Quality & Quantity* **43**, 265-275.
- Levy, D., Reinecke, J., and Manning, S. (2016). The Political Dynamics of Sustainable Coffee: Contested Value Regimes and the Transformation of Sustainability. *Journal of Management Studies* **53**, 364-401.
- Li, F., Zhang, K., Ren, J., Yin, C., Zhang, Y., and Nie, J. (2021a). Driving mechanism for farmers to adopt improved agricultural systems in China: The case of rice-green manure crops rotation system. *Agricultural Systems* **192**, 103202.
- Li, L., Paudel, K. P., and Guo, J. (2021b). Understanding Chinese farmers' participation behavior regarding vegetable traceability systems. *Food Control* **130**, 108325.
- Li, W., Wei, X., Zhu, R., and Guo, K. (2019). Study on Factors Affecting the Agricultural Mechanization Level in China Based on Structural Equation Modeling. *Sustainability* **11**.
- Li, X.-L. (2016). Price Analysis Under Production Differentiation in Green Coffee Markets.
- Listyati, D., Sudjarmoko, B., and Hasibuan, A. (2013). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI ADOPSI BENIH DI LAMPUNG. *Buletin RISTRI* **4**, 165-174.
- Louviere, J., Street, D. J., and Burgess, L. (2004). A 20+ Years' Retrospective on Choice Experiments. In "Marketing Research and Modeling: Progress and Prospects: A Tribute to Paul E. Green" (Y. Wind and P. E. Green, eds.), pp. 201-214. Springer US, Boston, MA.
- Luyten, J., Kessels, R., Goos, P., and Beutels, P. (2015). Public Preferences for Prioritizing Preventive and Curative Health Care Interventions: A Discrete Choice Experiment. *Value in Health* **18**, 224-233.
- Madden, T., Ellen, P., and Ajzen, I. (1992). A Comparison of the Theory of Planned Behavior and the Theory of Reasoned Action. *Personality and Social Psychology Bulletin* **18**, 3-9.
- Mahyuda, M., Amanah, S., and Tjitropranoto, P. (2018). Tingkat Adopsi Good Agricultural Practices Budidaya Kopi Arabika Gayo oleh Petani di Kabupaten Aceh Tengah. *Jurnal Penyuluhan; Vol 14, No 2 (2018): Jurnal Penyuluhan*.
- Manikmas, M. O. A. (2012). FARMERS WILLINGNESS TO ACCEPT (WTA) FOR SUBMERGENCE RICE VARIETIES AT FLASH FLOOD AND FLOOD PRONE AFFECTED RICE AREA. *Indonesian Journal of Agricultural Science; Vol 13, No 2 (2012): October 2012*.
- Masakure, O., and Henson, S. (2005). Why do small-scale producers choose to produce under contract? Lessons from nontraditional vegetable exports from Zimbabwe. *World Development* **33**, 1721-1733.

- McFadden, D. (1973). Conditional Logit Analysis of Qualitative Choice Behaviour. In "Frontiers in Econometrics" (P. Zarembka, ed.), pp. 105-142. Academic Press, New York.
- McFadden, D. (1974). Conditional logit analysis of qualitative choice behavior. *Frontiers in econometrics*, 105-142.
- Medeiros, M. d. L., Passador, C. S., and Passador, J. L. (2016). Implications of geographical indications: a comprehensive review of papers listed in CAPES' journal database. *RAI Revista de Administração e Inovação* **13**, 315-329.
- Medeiros, M. d. L., and Passador, J. L. (2015). INDICAÇÕES GEOGRÁFICAS E TURISMO: Possibilidades no Contexto Brasileiro.
- Meemken, E.-M., Chellattan Veetil, P., and Qaim, M. (2016). "Small farmers' preferences for the design of certification schemes: Does gender matter?." Georg-August-Universitaet Goettingen, GlobalFood, Department of Agricultural Economics and Rural Development.
- Meijer, S., Catacutan, D., Ajayi, O. O., Sileshi, G., and Nieuwenhuis, M. (2014). The role of knowledge, attitudes and perceptions in the uptake of agricultural and agroforestry innovations among smallholder farmers in sub-Saharan Africa. *International Journal of Agricultural Sustainability* **13**.
- Menapace, L., Colson, G., Grebitus, C., and Facendola, M. (2009). Consumer Preferences for Country-Of-Origin, Geographical Indication, and Protected Designation of Origin Labels. *Iowa State University, Department of Economics, Staff General Research Papers*.
- Millard, E. (2017). Still brewing: Fostering sustainable coffee production. *World Development Perspectives* **7-8**, 32-42.
- Moges, D. M., and Taye, A. A. (2017). Determinants of farmers' perception to invest in soil and water conservation technologies in the North-Western Highlands of Ethiopia. *International Soil and Water Conservation Research* **5**, 56-61.
- Morais, M., Borges, J. A. R., and Binotto, E. (2018). Using the reasoned action approach to understand Brazilian successors' intention to take over the farm. *Land Use Policy* **71**, 445-452.
- Mwangi, M., and Kariuki, S. (2015). Factors determining adoption of new agricultural technology by smallholder farmers in developing countries. **6**, 2222-2855.
- Neetha, R. C. D., and Kotrakerebasegowda, U. (2012). "Expectations towards Geographical Indications-Empirical Evidence from India." International Association of Agricultural Economists.
- Neilson, J. (2007). Institutions, the governance of quality and on-farm value retention for Indonesian specialty coffee. *Singapore Journal of Tropical Geography* **28**, 188-204.
- Neilson, J., Wright, J., and Aklmawati, L. (2018). Geographical indications and value capture in the Indonesia coffee sector. *Journal of Rural Studies* **59**, 35-48.
- Nesper, M., Kueffer, C., Krishnan, S., Kushalappa, C. G., and Ghazoul, J. (2017). Shade tree diversity enhances coffee production and quality in agroforestry systems in the Western Ghats. *Agriculture, Ecosystems & Environment* **247**, 172-181.
- Nguyen, N., and Drakou, E. G. (2021). Farmers intention to adopt sustainable agriculture hinges on climate awareness: The case of Vietnamese coffee. *Journal of Cleaner Production* **303**, 126828.
- Nyang'au, J. O., Mohamed, J. H., Mango, N., Makate, C., and Wangeci, A. N. (2021). Smallholder farmers' perception of climate change and adoption of climate smart agriculture practices in Masaba South Sub-county, Kisii, Kenya. *Heliyon* **7**, e06789.
- Oliveira, T., Faria, M., Thomas, M. A., and Popovič, A. (2014). Extending the understanding of mobile banking adoption: When UTAUT meets TTF and ITM. *International Journal of Information Management* **34**, 689-703.

- Olson, R. K. (1998). "Procedures for Evaluating Alternative Farming Systems: A Case Study for Eastern Nebraska," DigitalCommons@University of Nebraska, Lincoln.
- Oteng-Peprah, M., Vries, N., and Acheampong, M. (2019). Households' willingness to adopt greywater treatment technologies in a developing country - Exploring a modified theory of planned behaviour (TPB) model including personal norm. *Journal of environmental management* **254**, 109807.
- Otter, V., and Beer, L. (2021). Alley cropping systems as Ecological Focus Areas: A PLS-analysis of German farmers' acceptance behaviour. *Journal of Cleaner Production* **280**, 123702.
- Oya, C., Schaefer, F., and Skolidou, D. (2018). The effectiveness of agricultural certification in developing countries: A systematic review. *World Development* **112**, 282-312.
- Pan, C.-C., Sivo, S., Gunter, G., and Cornell, R. (2005). Students' Perceived Ease of Use of an Elearning Management System: An Exogenous or Endogenous Variable? *Journal of Educational Computing Research - J EDUC COMPUT RES* **33**, 285-307.
- Pappa, I. C., Iliopoulos, C., and Massouras, T. (2018). What determines the acceptance and use of electronic traceability systems in agri-food supply chains? *Journal of Rural Studies* **58**, 123-135.
- Peng, L., Zhou, X., Tan, W., Liu, J., and Wang, Y. (2020). Analysis of dispersed farmers' willingness to grow grain and main influential factors based on the structural equation model. *Journal of Rural Studies*.
- Permadi, D. B., Burton, M., Pandit, R., Race, D., and Walker, I. (2018). Local community's preferences for accepting a forestry partnership contract to grow pulpwood in Indonesia: A choice experiment study. *Forest Policy and Economics* **91**, 73-83.
- Perwitasari, H., Irham, I., Hardyatuti, S., and Hartono, S. (2018). Farmers' Willingness to Continue Landscape Integrated Pest Management Programs in Central Java and East Java Indonesia. In "4th International Conference on Food, Agriculture and Natural Resources (FANRes 2018)". Atlantis Press.
- Pierpaoli, E., Carli, G., Pignatti, E., and Canavari, M. (2013). Drivers of Precision Agriculture Technologies Adoption: A Literature Review. *Procedia Technology* **8**, 61-69.
- Pirard, R., Petit, H., and Baral, H. (2017). Local impacts of industrial tree plantations: An empirical analysis in Indonesia across plantation types. *Land Use Policy* **60**, 242-253.
- Podhorsky, A. (2015). A positive analysis of Fairtrade certification. *Journal of Development Economics* **116**, 169-185.
- Pohlan, J., and Janssens, M. (2015). Hermann A. Jürgen Pohlan, Marc J. J. Janssens, (2010), GROWTH AND PRODUCTION OF COFFEE, in Soils, Plant Growth and Crop Production, [Ed. Willy H. Verheye], in Encyclopedia of Life Support Systems (EOLSS), Developed under the Auspices of the UNESCO, Eolss Publishers, Oxford, UK, [<http://www.eolss.net>] [Retrieved December 4, 2010]. pp. 30 pp.
- Quintal, V. A., Lee, J. A., and Soutar, G. N. (2010). Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism Management* **31**, 797-805.
- Rezaei, R., Mianaji, S., and Ganjloo, A. (2018). Factors affecting farmers' intention to engage in on-farm food safety practices in Iran: Extending the theory of planned behavior. *Journal of Rural Studies* **60**, 152-166.
- Rezaei, R., Safa, L., Damalas, C. A., and Ganjkanloo, M. M. (2019). Drivers of farmers' intention to use integrated pest management: Integrating theory of planned behavior and norm activation model. *Journal of Environmental Management* **236**, 328-339.
- Riemenschneider, C. K., Harrison, D. A., and Mykytyn, P. P. (2003). Understanding it adoption decisions in small business: integrating current theories. *Information & Management* **40**, 269-285.

- Ruben, R., and Fort, R. (2012). The Impact of Fair Trade Certification for Coffee Farmers in Peru. *World Development* **40**, 570-582.
- Saengavut, V., and Jirasatthum, N. (2021). Smallholder decision-making process in technology adoption intention: implications for *Dipterocarpus alatus* in Northeastern Thailand. *Heliyon* **7**, e06633.
- Saragih, J. R. (2012). Produksi Kopi Arabika Spesialti Sumatera Utara: Analisis Sosial Ekonomi, Ekologi, Dan Kebijakan Pemerintah Daerah. In "Seminar Ilmiah Dies Natalis ke-60 Universitas Sumatera Utara", pp. 642-656, Medan.
- Sarwono, J. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis* **10**, 173-182.
- Savari, M., and Gharechae, H. (2020). Application of the extended theory of planned behavior to predict Iranian farmers' intention for safe use of chemical fertilizers. *Journal of Cleaner Production* **263**, 121512.
- Scalco, A., Noventa, S., Sartori, R., and Ceschi, A. (2017). Predicting organic food consumption: A meta-analytic structural equation model based on the theory of planned behavior. *Appetite* **112**, 235-248.
- Schipmann, C., and Qaim, M. (2011). Supply chain differentiation, contract agriculture, and farmers' marketing preferences: The case of sweet pepper in Thailand. *Food Policy* **36**, 667-677.
- Senger, I., Borges, J. A. R., and Machado, J. A. D. (2017). Using the theory of planned behavior to understand the intention of small farmers in diversifying their agricultural production. *Journal of Rural Studies* **49**, 32-40.
- Setyowati, N., Ihsaniyati, H., Aditya Pitara, S., and Widiyanto (2021). Sikap Petani terhadap Pengolahan Kopi Robusta Berbasis Indikasi Geografis di Kabupaten Temanggung. *Jurnal Penyuluhan* **17**, 218-227.
- Singh, S. (2002). Contracting Out Solutions: Political Economy of Contract Farming in the Indian Punjab. *World Development* **30**, 1621-1638.
- Solimun, Fernandes, A. A. R., and Nurjannah (2017). "Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS," Universitas Brawijaya Press, Malang.
- Soto-Pinto, L., Perfecto, I., Castillo-Hernandez, J., and Caballero-Nieto, J. (2000). Shade effect on coffee production at the northern Tzeltal zone of the state of Chiapas, Mexico. *Agriculture, Ecosystems & Environment* **80**, 61-69.
- Sugiyono (2009). "Metode Penelitian Kuantitatif, Kualitatif, dan R&D," Alfabeta, Bandung.
- Sumarjo, N., Ihsaniyati, H., and Pardono, P. (2020). Adopsi Standar Indikasi Geografis oleh Petani Kopi Robusta di Kabupaten Temanggung. *Jurnal AGRISEP Kajian Masalah Sosial Ekonomi Pertanian dan Agribisnis* **19**, 1-14.
- Suryabrata, S. (2003). "Metode Penelitian," PT. Raja Grafindo Persada, Jakarta.
- Suyanto, and Sutinah (2007). "Metode Penelitian Sosial : Berbagai alternatif pendekatan," Kencana, Jakarta.
- Taber, K. S. (2017). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education* **48**, 1273-1296.
- Taherdoost, H. (2018). A review of technology acceptance and adoption models and theories. *Procedia Manufacturing* **22**, 960-967.
- Takahashi, R., and Todo, Y. (2017). Coffee Certification and Forest Quality: Evidence from a Wild Coffee Forest in Ethiopia. *World Development* **92**, 158-166.
- Tama, R. A. Z., Ying, L., Yu, M., Hoque, M. M., Adnan, K. M. M., and Sarker, S. A. (2021). Assessing farmers' intention towards conservation agriculture by using the Extended Theory of Planned Behavior. *Journal of Environmental Management* **280**, 111654.

- Taylor, S., and Todd, P. A. (1995). Understanding Information Technology Usage: A Test of Competing Models. *Information Systems Research* **6**, 144-176.
- Tenenhaus, M., Amato, S., and Esposito Vinzi, V. (2004). A global goodness-of-fit index for PLS structural equation modelling. *Proceedings of the XLII SIS Scientific Meeting*, 739-742.
- Teuber, R. (2007). Geographical Indications of Origin as a Tool of Product Differentiation: The Case of Coffee. *Journal of International Food & Agribusiness Marketing* **22**.
- Teuber, R. (2010). Geographical Indications of Origin as a Tool of Product Differentiation: The Case of Coffee. *Journal of International Food & Agribusiness Marketing* **22**, 277-298.
- Train, K. E. (2002). "Discrete Choice Methods with Simulation," Cambridge University Press, New York.
- Tran, H., Nguyen, Q., and Kervyn, M. (2018). Factors influencing people's knowledge, attitude, and practice in land use dynamics: A case study in Ca Mau province in the Mekong delta, Vietnam. *Land Use Policy* **72**, 227-238.
- Tregear, A., Török, Á., and Gorton, M. (2015). Geographical indications and upgrading of small-scale producers in global agro-food chains: A case study of the Makó Onion Protected Designation of Origin. *Environment and Planning A: Economy and Space* **48**, 433-451.
- Tripathi, P. C., and Reddy, P. N. (2012). "PRINCIPLES OF MANAGEMENT," Tata McGraw-Hill Education.
- Ubertino, S., Mundler, P., and Tamini, L. D. (2016). The Adoption of Sustainable Management Practices by Mexican Coffee Producers. *Sustainable Agriculture Research* **5**.
- Ullman, J. B., and Bentler, P. M. (2013). Structural Equation Modeling. In "Handbook of Psychology" (I. B. Weiner, ed.). John Wiley & Sons, Inc.
- Umar, H. (2005). "Studi Kelayakan Bisnis: Teknik Menganalisis Kelayakan Rencana Bisnis Secara Komperhensif," Gramedia Pustaka Utama, Jakarta.
- Valkila, J. (2009). Fair Trade organic coffee production in Nicaragua — Sustainable development or a poverty trap? *Ecological Economics* **68**, 3018-3025.
- Vanderhaegen, K., Akoyi, K. T., Dekoninck, W., Jocqué, R., Muys, B., Verbist, B., and Maertens, M. (2018). Do private coffee standards 'walk the talk' in improving socio-economic and environmental sustainability? *Global Environmental Change* **51**, 1-9.
- Vass, C., Rigby, D., and Payne, K. (2017). The Role of Qualitative Research Methods in Discrete Choice Experiments: A Systematic Review and Survey of Authors. *Medical Decision Making* **37**, 298-313.
- Väth, S. J., Gobien, S., and Kirk, M. (2019). Socio-economic well-being, contract farming and property rights: Evidence from Ghana. *Land Use Policy* **81**, 878-888.
- Vellema, W., Buritica Casanova, A., Gonzalez, C., and D'Haese, M. (2015). The effect of specialty coffee certification on household livelihood strategies and specialisation. *Food Policy* **57**, 13-25.
- Venkatesh, V., and Davis, F. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science* **46**, 186-204.
- Venkatesh, V., Morris, M., Davis, G., and Davis, F. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly* **27**, 425-478.
- Verma, P., and Sinha, N. (2018). Integrating perceived economic wellbeing to technology acceptance model: The case of mobile based agricultural extension service. *Technological Forecasting and Social Change* **126**, 207-216.
- Vermeyen, V. (2017). Small-scale farmers' preferences for coffee certification: a choice experiment in Uganda, KU Lueven, Leuven.

- Vlaeminck, P., Vranken, L., Van Den Broeck, G., Vande Velde, K., Raymaekers, K., and Maertens, M. (2015). Farmers' preferences for Fair Trade contracting in Benin. pp. 1-27.
- Wahyudi, T., and Jati, M. (2012). Challenges of Sustainable Coffee Certification in Indonesia. In "Seminar on the Economic, Social and Environmental Impact of Sertification on the Coffee Supply Chain, International Coffee Council 109th Session". Indonesian Coffee and Cocoa Research Institute, London.
- Walgito, B. (2010). "Pengantar Psikologi Umum," Andi Offset, Yogyakarta.
- Walley, K., Parsons, S., and Bland, M. (1999). Quality assurance and the consumer. *British Food Journal* **101**, 148-162.
- Wang, O., and Scrimgeour, F. (2021). Willingness to adopt a more plant-based diet in China and New Zealand: Applying the theories of planned behaviour, meat attachment and food choice motives. *Food Quality and Preference* **93**, 104294.
- Wauters, E., Biielders, C., Poesen, J., Govers, G., and Mathijs, E. (2010). Adoption of soil conservation practices in Belgium: An examination of the theory of planned behaviour in the agri-environmental domain. *Land Use Policy* **27**, 86-94.
- Weber, J. G. (2012). Social learning and technology adoption: the case of coffee pruning in Peru. *Agricultural Economics* **43**, 73-84.
- Wei, J., and Sia, C. (2011). "The process of RFID assimilation by supply chain participants in China: A technology diffusion perspective on RFID technology."
- Welman, J. C., and Kruger, F. (2002). "Research methodology for the business and administrative sciences," Oxford University Press, Cape Town; Oxford.
- Williams, M., Dwivedi, Y., Lal, B., and Schwarz, A. (2009). Contemporary Trends and Issues in it Adoption and Diffusion Research. *JIT* **24**, 1-10.
- Wintgens, J. N. (2004). The Coffee Plant. In "Coffee: Growing, Processing, Sustainable Production", pp. 1-24.
- WTO (1995). Agreement On Trade-Related Aspects Of Intellectual Property Rights.
- Wu, I.-L., and Chen, J.-L. (2005). An extension of Trust and TAM model with TPB in the initial adoption of on-line tax: An empirical study. *International Journal of Human-Computer Studies* **62**, 784-808.
- Xu, M., and Zhang, Z. (2021). Farmers' knowledge, attitude, and practice of rural industrial land changes and their influencing factors: Evidences from the Beijing-Tianjin-Hebei region, China. *Journal of Rural Studies*.
- Yamin, S., and Kurniawan, H. (2018). "SPSS Complete: Teknik Analisis Statistik Terlengkap dengan Software SPSS," Salemba Infotek, Jakarta.
- Yang, H.-d., and Yoo, Y. (2004). It's all about attitude: revisiting the technology acceptance model. *Decision Support Systems* **38**, 19-31.
- Yazdanpanah, M., Forouzani, M., and Hojjati, M. (2015). Willingness of Iranian young adults to eat organic foods: Application of the Health Belief Model. *Food Quality and Preference* **41**, 75-83.
- Yeung, M. T., and Kerr, W. A. (2011). Are Geographical Indications a Wise Strategy for Developing Country Farmers? Greenfields, Clawbacks and Monopoly Rents. *The Journal of World Intellectual Property* **14**, 353-367.
- Zapata, S. D., and Carpio, C. (2012). The Theoretical Structure of Producer Willingness to Pay Estimates. *Agricultural Economics* **45**.
- Zeweld, W., Van Huylbroeck, G., Tesfay, G., and Speelman, S. (2017). Smallholder farmers' behavioural intentions towards sustainable agricultural practices. *Journal of Environmental Management* **187**, 71-81.
- Zhou, H., Wang, Q., Zhou, J., Li, T., Medina, A., Felt, S. A., Rozelle, S., and Openshaw, J. J. (2019). Structural Equation Modeling (SEM) of Cysticercosis in School-Aged Children

in Tibetan Rural Farming Areas of Western China: Implications for Intervention Planning. *International journal of environmental research and public health* **16**, 780.
Zwitek, S., and SawiDska, Z. (2017). Farmer rationality and the adoption of greening practices in Poland. *Scientia Agricola* **74**, 275-284.