

Abstrak

Penelitian ini bertujuan (1) untuk mengetahui kesediaan petani kelapa sawit menyetujui ketentuan ISPO dan RSPO (*Willingness To Join Certificate*) berdasarkan norma, sikap, dan keyakinan diri di Kecamatan Kabun, Kabupaten Rokan Hulu, Provinsi Riau, (2) untuk mengetahui besaran kesediaan membayar (*Willingness to Pay*) petani kelapa sawit terhadap sertifikasi ISPO dan RSPO di Kecamatan Kabun, Kabupaten Rokan Hulu, Provinsi Riau, (3) untuk mengetahui besaran kemampuan membayar (*Ability to Pay*) terhadap sertifikasi ISPO dan RSPO di Kecamatan Kabun, Kabupaten Rokan Hulu, Provinsi Riau, (4) untuk mengetahui besaran minat mengikuti sertifikasi ISPO dan RSPO dan faktor-faktor yang mempengaruhinya di Kecamatan Kabun, Kabupaten Rokan Hulu, Provinsi Riau. Penelitian ini dilakukan di Koperasi Unit Desa Bangkit Usaha Makmur Boncah Kusuma di Kecamatan Kabun, Kabupaten Rokan Hulu, Provinsi Riau terhadap 144 petani swadaya. Metode penelitian menggunakan perhitungan Uji Z statistik, perhitungan ATP, analisis usaha tani, dan regresi linier berganda. Hasil penelitian menunjukkan skor tertinggi dalam variabel norma adalah indikator organisasi perkebunan di sertifikasi ISPO sebesar 86,11%, skor tertinggi dalam variabel sikap adalah indikator legalitas sertifikasi ISPO sebesar 85,96%, skor tertinggi dalam variabel keyakinan diri adalah indikator organisasi perkebunan sertifikasi ISPO sebesar 86,36%, skor tertinggi dalam variabel WTP adalah indikator transparansi sertifikasi RSPO sebesar 85,56%, skor tertinggi dalam variabel ATP adalah indikator transparansi sertifikasi RSPO sebesar 83,46%, skor tertinggi dalam variabel minat adalah indikator transparansi sertifikasi RSPO sebesar 81,94%. Berdasarkan perhitungan dari Z statistik, lebih dari 50% populasi dari petani kelapa sawit KUD Bangkit Usaha Makmur bersedia mengikuti sertifikasi ISPO dan RSPO. Hasil nilai rata-rata ATP sertifikasi ISPO adalah Rp 201.205. Nilai ini lebih tinggi dibandingkan harga sertifikasi ISPO yaitu Rp 175.000. Hasil nilai rata-rata WTP sertifikasi RSPO adalah Rp 205.655. Nilai ini lebih tinggi dibandingkan harga sertifikasi RSPO saat ini yaitu Rp 189.000. Analisis usaha tani petani swadaya mempunyai pendapatan rata-rata bersih sebesar Rp 4.628.882,00 dimana lebih tinggi dari UMK Kabupaten Rokan Hulu. Hasil analisis regresi linier berganda menunjukkan bahwa usia, jumlah keluarga, pendapatan, norma subjektif, sikap, WTP, ATP berpengaruh terhadap minat sertifikasi ISPO dan RSPO, Pendidikan hanya berpengaruh terhadap minat sertifikasi RSPO, Kontrol hanya berpengaruh terhadap minat sertifikasi RSPO, dan pengalaman bertani tidak berpengaruh terhadap sertifikasi ISPO dan RSPO.

Kata Kunci : Sertifikasi ISPO, Sertifikasi RSPO, dan Petani Swadaya

Abstract

This research aims (1) to determine the willingness of oil palm farmers to agree to the provisions of ISPO and RSPO (Willingness To Join Certificate) based on norms, attitudes and self-confidence in Kabun District, Rokan Hulu Regency, Riau Province, (2) to determine the amount of willingness to pay (Willingness to Pay) of oil palm farmers towards ISPO and RSPO certification in Kabun District, Rokan Hulu Regency, Riau Province, (3) to determine the amount of *Ability to Pay* (ATP) towards ISPO and RSPO certification in Kabun District, Rokan Hulu Regency, Riau Province, (4) to determine the level of interest in participating in ISPO and RSPO certification and the factors that influence it in Kabun District, Rokan Hulu Regency, Riau Province. This research was conducted at the Bangkit Usaha Makmur Boncah Kusuma Village Unit Cooperative in Kabun District, Rokan Hulu Regency, Riau Province on 144 independent farmers. The research method uses statistical Z test calculations, ATP calculations, farming business analysis, and multiple linear regression. The results of the research show that the highest score in the norm variable is the indicator of the plantation organization in ISPO certification at 86.11%, the highest score in the attitude variable is the indicator of the legality of ISPO certification at 85.96%, the highest score in the self-confidence variable is the indicator of the plantation organization ISPO certification is 86.36%, the highest score in the WTP variable is the RSPO certification transparency indicator of 85.56%, the highest score in the ATP variable is the RSPO certification transparency indicator of 83.46%, the highest score in the interest variable is the indicator RSPO certification transparency is 81.94%. Based on calculations from Z statistics, more than 50% of the population of KUD Bangkit Usaha Makmur oil palm farmers are willing to take part in ISPO and RSPO certification. The average ATP value for ISPO certification is IDR 201,205. This value is higher than the ISPO certification price, which is IDR 175,000. The average WTP value for RSPO certification is IDR 205,655. This value is higher than the current RSPO certification price, which is IDR 189,000. Analysis of independent farmers' farming business has an average net income of IDR 4,628,882.00 which is higher than the MSE of Rokan Hulu Regency. The results of multiple liner regression analysis show that age, family size, income, subjective norms, attitudes, WTP, ATP influence interest in ISPO and RSPO certification, education only influences interest in RSPO certification, control only influences interest in RSPO certification, and farming experience does not influence on ISPO and RSPO certification.

Keywords: ISPO Certification, RSPO Certification, and Independent Smallholder