

## INTISARI

Penelitian ini bertujuan untuk: (1) Mengetahui tingkat ekspektasi performa, ekspektasi usaha, pengaruh sosial, kondisi fasilitasi, intensi perilaku, dan perilaku penggunaan teknologi agri electrifying di kalangan petani bawang merah di Kabupaten Bantul, (2) mengetahui pengaruh ekspektasi performa, ekspektasi usaha, pengaruh sosial, kondisi fasilitasi, dan intensi perilaku terhadap perilaku penggunaan teknologi agro-electrifying di tingkat petani bawang merah di Kabupaten Bantul, dan (3) mengetahui pengaruh penerapan teknologi agro-electrifying, perbedaan jenis lahan, perbedaan wilayah, dan faktor-faktor lainnya terhadap produksi usaha tani bawang merah di Kabupaten Bantul. Penelitian ini dilakukan pada September 2024 – Mei 2025. Lokasi penelitian adalah Kabupaten Bantul. Teknologi *agri-electrifying* diaplikasikan dalam usaha tani bawang merah di Kabupaten Bantul. Data dikumpulkan dengan cara mewawancarai 71 petani bawang merah di Kapanewon Kretek dan Kapanewon Sanden. Data yang dikumpulkan dianalisis menggunakan analisis skor untuk menjawab tujuan pertama. Analisis jalur digunakan untuk menjawab tujuan kedua. Tujuan pertama dan kedua menggunakan *unified theory of acceptance and use of technology* (UTAUT) sebagai model dasar analisis. Analisis regresi linear berganda menggunakan metode *ordinary least square* (OLS) dan uji Mann-Whitney U digunakan untuk menjawab tujuan ketiga. Hasil penelitian menunjukkan bahwa variabel ekspektasi performa, ekspektasi usaha, intensi perilaku, dan perilaku penggunaan teknologi *agro-electrifying* di tingkat petani termasuk dalam klasifikasi tinggi, sedangkan variabel pengaruh sosial dan kondisi fasilitasi termasuk dalam klasifikasi sedang. Variabel ekspektasi performa, pengaruh sosial, kondisi fasilitasi, dan intensi perilaku berpengaruh positif terhadap perilaku penggunaan teknologi *agri electrifying*, sedangkan variabel ekspektasi usaha tidak berpengaruh signifikan. Variabel penggunaan bibit, curahan tenaga kerja, perilaku penggunaan teknologi *agro-electrifying*, luas panen, dan pengalaman petani berpengaruh positif terhadap produksi bawang merah di Kabupaten Bantul, sedangkan penggunaan pupuk anorganik padat, penggunaan pestisida anorganik cair, perbedaan kapanewon, dan perbedaan jenis lahan tidak berpengaruh terhadap produksi bawang merah.

**Kata kunci:** perilaku penggunaan, *agro electrifying*, bawang merah, produksi, UTAUT, analisis jalur, analisis regresi

## ABSTRACT

This research aims (1) to identify the level of performance expectation, effort expectantation, social influence, facilitating conditions, behavioral intention, and use behavior of agro-electrifying in shallot farmer level in Bantul Regency, (2) to determine the influences of performance expectation, effort expectantation, social influence, facilitating conditions, and behavioral intention toward use behavior of agro-electrifying in shallot farmers level in Bantul Regency, and (3) to determine the impact of use behavior of agro-electrifying technology, land type difference, sub-district difference, and the factors of productions toward shalot production in Bantul Regency. The research was conducted in September 2024 – May 2025. The location of this research was in Kretek Sub-district and Sanden Sub-District, Bantul Regency. This location was chosen due to their high production on shalot farm among others subdistricts in Bantul Regency. Descriptive-analytical method was used in this research. The datas was collected through interviewing 71 shalot farmers in Kretek and Sanden Sub-district. The datas collected was analyzed with scoring analysis to answer the first objection. Path analyzed was used to answer the second objection. The first and second objection used the unified theory of acceptance and use of technology (UTAUT) as base model for analysis process. Multiple linear regression with ordinary least square (OLS) method and Man—Whitney U test were used to answer the third objection. The result showed that performance expectancy, social influence, behavioral intention, and use behavior of agro-electrifying technology were in high level, while effort expectancy and facilitating condntions were in medium level. The performance expectation, social influence, facilitating conditions, and behavioral intention variables positively influenced the use behavior of agro-electrifying technology, while effort expectancy did not influence. Seedling use, labor use, use behavior of agro-electrifying, harvested area, and farmers' experience positively impacted the production of shalot farm in Bantul Regency, while solid inorganic fertilizer use, liquid inorganic pesticide use, sub-district difference, and land type difference did not affect the production of shallot farm.

**Key word:** use behavior, agro electrifying, shallot, production, UTAUT, path analysis, regression analysis