

INTISARI

Penelitian dilakukan pada Kecamatan Sawangan Kabupaten Magelang. Penelitian ini melibatkan 100 petani yang sudah menjadi anggota di Koperasi Gatos Bumi Jawi. Penelitian ini bertujuan untuk: (1) mengetahui pengaruh sikap terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi, (2) mengetahui pengaruh norma subjektif terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi, (3) mengetahui pengaruh persepsi kontrol perilaku terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi, (4) mengetahui pengaruh keyakinan kontrol terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi melalui persepsi kontrol perilaku. Penelitian ini menggunakan metode analisis deskriptif kuantitatif dan kualitatif. Lokasi penelitian dilakukan secara *purposive sampling* di Kecamatan Sawangan Kabupaten Magelang. Penentuan sampel menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Variabel penelitian ini didasari oleh *Theory of Planned Behaviour*. Analisis data dilakukan dengan uji instrumen data, uji asumsi klasik, uji kesesuaian model, analisis jalur serta uji sobel untuk melihat efek mediasi. Hasil penelitian menunjukkan bahwa (1) sikap tidak berpengaruh secara langsung terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi, (2) norma subjektif berpengaruh positif secara langsung terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi, (3) persepsi kontrol perilaku tidak berpengaruh secara langsung terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi, (4) keyakinan kontrol tidak berpengaruh terhadap minat partisipasi petani pada Koperasi Gatos Bumi Jawi melalui persepsi kontrol perilaku.

Kata kunci: Koperasi Gatos Bumi Jawi, *theory of planned behaviour*, sikap, norma subjektif, persepsi kontrol perilaku, keyakinan kontrol, minat partisipasi

ABSTRACT

This study was done in Sawangan District, Magelang regency. This study involved 100 farmers who were already members of the Gatos Bumi Jawi Cooperative. This study aims to: (1) explain the effect of attitude on farmers' participation intention in Gatos Bumi Jawi Cooperative, (2) explain the effect of subjective norms on farmers' participation intention in Gatos Bumi Jawi Cooperative, (3) explain the effect of perceived behavioral control on farmers' participation intentions in Gatos Bumi Jawi Cooperative, (4) explain the effect of control beliefs on farmers' participation intention in Gatos Bumi Jawi Cooperative through perceived behavioral control. This study used quantitative and qualitative descriptive analysis methods. The research location was carried out by purposive sampling in Sawangan District, Magelang Regency. Determination of the sample using purposive sampling technique with a sample size of 100 respondents. This research variables are based on the Theory of Planned Behavior. Data analysis was carried out by data instrument test, classical assumption test, model fit test, path analysis and sobel test to see the mediation effect. The results showed that (1) attitude has no direct effect on farmers' participation intention in Gatos Bumi Jawi Cooperative, (2) subjective norms have a direct positive effect on farmers' participation intention in Gatos Bumi Jawi Cooperative, (3) perceived behavioral control has no direct effect on farmers' participation intention in Gatos Bumi Jawi Cooperative, (4) control beliefs have no effect on farmers' participation intention in Gatos Bumi Jawi Cooperative through perceived behavioral control.

Keywords: *Gatos Bumi Jawi Cooperative, theory of planned behavior, attitude, subjective norm, perceived behavioral control, control beliefs, participation interest.*