



INTISARI

Penelitian ini bertujuan untuk: (1) mengetahui pengaruh sikap terhadap perilaku partisipasi petani dalam menggunakan layanan pasar lelang cabai, (2) mengetahui pengaruh norma subjektif terhadap perilaku partisipasi petani dalam menggunakan layanan pasar lelang cabai, (3) mengetahui pengaruh persepsi kontrol perilaku terhadap perilaku partisipasi petani dalam menggunakan layanan pasar lelang cabai, (4) mengetahui pengaruh sikap, norma subjektif, dan persepsi kontrol perilaku terhadap perilaku partisipasi petani dalam menggunakan layanan pasar lelang cabai melalui niat partisipasi. Penelitian ini menggunakan metode analisis deskriptif. Lokasi penelitian dilakukan secara purposive sampling dengan 100 responden pengguna layanan titik kumpul pasar lelang cabai di Kapanewon Ngaglik dan Kapanewon Turi. Variabel penelitian ini didasari oleh *Theory of Planned Behaviour*. Data analisis dilakukan dengan uji instrumen data, uji asumsi klasik, uji hipotesis, analisis jalur, dan uji sobel. Hasil penelitian menunjukkan bahwa (1) sikap berpengaruh positif terhadap perilaku petani dalam menggunakan layanan pasar lelang cabai, (2) norma subjektif berpengaruh positif terhadap perilaku petani dalam menggunakan layanan pasar lelang cabai, (3) persepsi kontrol perilaku tidak berpengaruh positif terhadap perilaku petani dalam menggunakan layanan pasar lelang cabai, (4) sikap, norma subjektif, dan persepsi kontrol perilaku berpengaruh positif secara langsung terhadap perilaku petani dalam menggunakan layanan pasar lelang cabai, (5) niat partisipasi memediasi pengaruh tidak langsung sikap dan persepsi kontrol perilaku terhadap perilaku petani dalam menggunakan layanan pasar lelang cabai, sedangkan niat partisipasi tidak memediasi pengaruh tidak langsung norma subjektif terhadap perilaku petani dalam menggunakan layanan pasar lelang cabai.

Kata kunci: pasar lelang cabai, *theory of planned behaviour*, sikap, norma subjektif, persepsi kontrol perilaku, niat partisipasi, perilaku



ABSTRACT

This study aims to: (1) determine the effect of attitudes on farmers' participation behavior in using chili auction market services, (2) determine the effect of subjective norms on farmers' participation behavior in using chili auction market services, (3) determine the effect of perceived behavioral control on farmers' participation behavior in using chili auction market services, (4) determine the effect of attitudes, subjective norms, and perceived behavioral control on farmers' participation behavior in using chili auction market services through participation intentions. This research uses descriptive analysis method. The research location was carried out by purposive sampling with 100 respondents using the chili auction market gathering point service in Kapanewon Ngaglik and Kapanewon Turi. This research variable is based on the Theory of Planned Behavior. Data analysis was carried out by data instrument test, classical assumption test, hypothesis testing, path analysis, and sobel test. The results showed that (1) attitude has a positive effect on farmers' behavior in using chili auction market services, (2) subjective norms have a positive effect on farmers' behavior in using chili auction market services, (3) perceived behavioral control does not have a positive effect on farmers' behavior in using chili auction market services, (4) attitude, subjective norms, and perceived behavioral control have a direct positive effect on farmers' behavior in using chili auction market services, (5) participation intention mediates the indirect effect of attitude and perceived behavioral control on farmers' behavior in using chili auction market services, while participation intention does not mediate the indirect effect of subjective norms on farmers' behavior in using chili auction market services.

Keywords: *chili auction market, theory of planned behavior, attitude, subjective norm, perceived behavioral control, participation intention, behavior*