

INTISARI

Agroindustri merupakan sektor vital dalam pembangunan pertanian, terutama di Indonesia, di mana usaha skala kecil mendominasi pengolahan produk lokal seperti gula kelapa. Gula kelapa memiliki potensi besar karena memiliki pasar lokal dan internasional. Keberadaan agroindustri gula kelapa di Kulon Progo, khususnya Kapanewon Kokap, meningkatkan pendapatan, menyerap tenaga kerja, dan berpotensi ekspor. Meskipun Gula Kelapa Kokap telah bersertifikat ekspor, kendala pasokan nira dan kenaikan harga menghambat daya saing di pasar internasional. Penelitian ini bertujuan mengukur efisiensi teknis agroindustri gula kelapa di Kapanewon Kokap dan mengkaji faktor manajerial yang memengaruhinya, berbeda dari studi sebelumnya yang fokus pada gula semut atau kurang menganalisis faktor manajerial. Menggunakan Data Envelopment Analysis (DEA) pada 100 perajin di Hargorejo dan Hargowilis, serta Structural Equation Modeling–Partial Least Squares (SEM-PLS), studi ini menemukan bahwa efisiensi rata-rata CRS adalah 0,87 dan VRS 0,90, menunjukkan ketidakefisienan operasional dan potensi peningkatan kinerja. Hasil uji-t menunjukkan bahwa alokasi faktor produksi belum efisien. Potensi efisiensi input terbesar ditemukan pada pohon kelapa di model CRS (66,54%) dan bahan pengawet di model VRS (71,6%). Analisis SEM-PLS menunjukkan bahwa kebijakan pemerintah secara positif dan signifikan memengaruhi manajemen bahan baku, yang kemudian signifikan memengaruhi proses produksi, dan pada akhirnya berkontribusi positif pada efisiensi teknis.

Kata kunci : Agroindustri, Efisiensi teknis, Perajin Gula kelapa, DEA,

ABSTRACT

Agroindustry is a vital sector in agricultural development, especially in Indonesia, where small-scale businesses dominate the processing of local products such as coconut sugar. Coconut sugar has great potential because it has both local and international markets. The presence of coconut sugar agroindustry in Kulon Progo, particularly in Kapanewon Kokap, increases income, absorbs labor, and has export potential. Although Kokap Coconut Sugar has obtained export certification, supply constraints of nectar and rising prices hinder competitiveness in the international market. This study aims to measure the technical efficiency of the coconut sugar agroindustry in Kapanewon Kokap and examine the managerial factors influencing it, differing from previous studies that focused on palm sugar or lacked analysis of managerial factors. Using Data Envelopment Analysis (DEA) on 100 artisans in Hargorejo and Hargowilis, as well as Structural Equation Modeling–Partial Least Squares (SEM-PLS), this study found that the average efficiency of CRS is 0.87 and VRS 0.90, indicating operational inefficiency and potential for performance improvement. The t-test results indicate that the allocation of production factors is still inefficient. The greatest potential for input reduction was found in coconut trees in the CRS model (66,54%) and preservatives in the VRS model (71,6%). SEM-PLS analysis showed that government policies positively and significantly influence raw material management, which in turn significantly influences the production process, and ultimately contributes positively to technical efficiency.

Keywords : Agroindustry, technical efficiency, coconut sugar maker, DEA