

INTISARI

Permintaan terhadap beras organik terus meningkat seiring berkembangnya tren gaya hidup sehat. Hal ini mendorong bertambahnya jumlah petani yang beralih ke budidaya padi organik. Namun, dalam beberapa tahun terakhir, produktivitas padi organik cenderung menurun. Keberhasilan usaha tani padi organik tidak hanya dipengaruhi oleh faktor individu, seperti kewirausahaan petani, tetapi juga oleh lingkungan usaha. Penelitian ini bertujuan: 1) Mengukur kondisi lingkungan usaha, tingkat karakteristik kewirausahaan dan kompetensi kewirausahaan petani padi organik di Kabupaten Sleman; 2) Mengukur kinerja usaha tani padi organik di Kabupaten Sleman; 3) Mengkaji pengaruh lingkungan usaha, karakteristik kewirausahaan dan kompetensi kewirausahaan terhadap kinerja usaha tani padi organik Kabupaten Sleman; dan 4) Mengkaji pengaruh karakteristik kewirausahaan terhadap kinerja usaha tani padi organik di Kabupaten Sleman dengan kompetensi kewirausahaan sebagai variabel mediasi. Data dikumpulkan menggunakan kuesioner dari 100 petani padi organik di Kabupaten Sleman. Data dianalisis menggunakan SEM-PLS dengan perangkat lunak SmartPLS 3.0. Hasil penelitian menunjukkan bahwa: 1) Kondisi lingkungan usaha mendukung serta tingkat karakteristik dan kompetensi kewirausahaan tinggi; 2) Rata-rata produktivitas sebesar 3,75 ton/ha dan rata-rata pendapatan per hektar sebesar Rp11.237.372; 3) Lingkungan usaha berpengaruh negatif terhadap kinerja usaha tani. Karakteristik kewirausahaan tidak berpengaruh signifikan terhadap kinerja usaha tani. Kompetensi kewirausahaan berpengaruh positif terhadap kinerja usaha tani. 4) Karakteristik kewirausahaan berpengaruh positif terhadap kinerja usaha tani melalui kompetensi kewirausahaan sebagai variabel mediasi.

Kata kunci : Lingkungan Usaha, Karakteristik Kewirausahaan, Kompetensi Kewirausahaan, Kinerja Usaha Tani, Padi Organik

ABSTRACT

The demand for organic rice continues to increase in line with the rising trend of healthy lifestyle. This has encouraged more farmers to shift toward organic rice cultivation. However, in recent years, the productivity of organic rice has tended to decline. The success of organic rice farming is influenced not only by individual factors, such as farmers' entrepreneurship, but also by the business environment. This research aims to: 1) Measure the condition of the business environment, the level of entrepreneurial characteristics and entrepreneurial competencies of organic rice farmers in Sleman Regency; 2) Measure the performance of organic rice farming in Sleman Regency; 3) Assess the influence of the business environment, entrepreneurial characteristics and entrepreneurial competencies on the performance of organic rice farming in Sleman Regency; and 4) Assess the influence of entrepreneurial characteristics on the performance of organic rice farming in Sleman Regency with entrepreneurial competencies as a mediating variable. Data were collected using questionnaires from 100 organic rice farmers in Sleman Regency. Data were analyzed using SEM-PLS with SmartPLS 3.0 software. The research results show that: 1) The condition of business environment is supportive and the level of entrepreneurial characteristics and competencies is high; 2) The average productivity is 3.75 tons/ha and the average income per hectare is Rp11,237,372; 3) The business environment has a negative effect on farming performance. Entrepreneurial characteristics do not have a significant effect on farming performance. Entrepreneurial competencies have a positive effect on farming performance. 4) Entrepreneurial characteristics have a positive effect on farming performance through entrepreneurial competencies as a mediating variable.

Keywords : Business Environment, Entrepreneurial Characteristics, Entrepreneurial Competencies, Farming Performance, Organic Rice