

HUBUNGAN ANTARA MOTIVASI DENGAN GAYA PENGAMBILAN  
KEPUTUSAN MENGIKUTI PROGRAM KEMITRAAN BAGI  
PETERNAK PLASMA PADA KEMITRAAN PERUSAHAAN  
SAPI POTONG

INTISARI

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Penelitian ini bertujuan untuk (1) Mendeskripsikan gaya pengambilan keputusan peternak dalam mengikuti program kemitraan bagi peternak plasma pada kemitraan perusahaan sapi potong (2) Mengukur tingkat motivasi peternak dalam mengikuti program kemitraan bagi peternak plasma pada kemitraan perusahaan sapi potong , dan (3) Menganalisis hubungan gaya pengambilan keputusan dengan motivasi peternak dalam mengikuti program kemitraan bagi peternak plasma pada kemitraan perusahaan sapi potong. Penelitian dilaksanakan pada bulan September-November 2023 pada tiga wilayah (Daerah Istimewa Yogyakarta, Kabupaten Karanganyar, Kabupaten Boyolali) yang tergabung dalam kemitraan perusahaan sapi potong sebanyak 104 peternak. Penentuan lokasi dengan menggunakan metode *purposive sampling* dan responden menggunakan metode *simple random sampling*. Analisis data yang digunakan adalah analisis uji validitas, uji reliabilitas, analisis korelasi Pearson. Hasil penelitian menunjukkan bahwa item pernyataan valid ( $>0,3$ ) dan reliabel (*Cronbach Alpha*  $> 0,6$ ). Tingkat motivasi peternak berdasar komponen *Expectacy*, *Instrumentally*, *Valence* dan *Force* berada pada kategori tinggi yaitu sebesar 100% . Uji korelasi *Pearson* menunjukkan hasil koefisien berturut-turut untuk variabel rasional, intuitif, spontan, menghindari dan bergantung sebesar 0,503; 0,342; 0,224; 0,086; 0,020 dimana tingkat korelasi cukup terdapat pada variabel rasional, tingkat korelasi rendah terdapat pada variabel intuitif dan spontan sedangkan tingkat korelasi sangat rendah terdapat pada variabel menghindari dan bergantung.

Kata Kunci: *Expectancy Theory*, Gaya Pengambilan Keputusan, Kemitraan Sapi Potong, Motivasi

THE RELATIONSHIP BETWEEN MOTIVATION AND DECISION-MAKING  
STYLE TO PARTICIPATE IN PARTNERSHIP PROGRAMS FOR  
PLASMA FARMERS IN CATTLE FATTENING  
COMPANY PARTNERSHIPS

**ABSTRACT**

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This study aims to (1) Describe the decision-making style of farmers in participating in the partnership program for plasma farmers in the beef cattle company partnership (2) Measure the level of farmer motivation in participating in the partnership program for plasma farmers in the beef cattle company partnership (3) Analyze the relationship between decision-making style and farmer motivation in participating in the partnership program for plasma farmers in the beef cattle company partnership. This study was conducted in September-November 2023 in three regions (Special Region of Yogyakarta, Karanganyar Region, Boyolali region) which were included in the beef cattle company partnership with 104 respondents. The purposive sample method was utilized to identify the location, whereas the simple random sampling method was employed by the respondents. The data analysis used was validity test analysis, reliability test, Pearson correlation analysis. The results of the study showed that the validity test showed valid results ( $> 0.3$ ). The reliability test showed reliable results (Cronbach Alpha  $> 0.6$ ). The level of farmer motivation in the Expectancy, Instrumental, Valence and Force motive values was in the high category, which was 100%. Pearson correlation test shows that coefficients for the variables rational, intuitive, spontaneous, avoidant, and dependent are 0.503, 0.342, 0.224, 0.086, and 0.020. A moderate level of correlation is observed for the rational variable, while a low level of correlation is found for the intuitive and spontaneous variables. Meanwhile, the avoidant and dependent variables show a very low level of correlation.

**Keywords:** Beef Cattle Partnership, Decision Making-Style, Expectancy Theory, Motivation