

## INTISARI

Sistem pemasaran daring hasil pertanian memiliki prospek yang cerah di masa mendatang, namun tingkat adopsinya terbilang masih lambat. Terkait dengan hal ini, persepsi petani terhadap sistem pemasaran hasil pertanian secara daring menjadi *feedback* yang penting bagi evaluasi sistem. Jika petani mempersepsikan bahwa suatu teknologi akan memberikan keuntungan, mudah digunakan, dan berisiko rendah maka proses adopsi akan lebih mudah dan terjadi sebaliknya. Studi ini bertujuan untuk mengetahui bagaimana persepsi petani tentang kemanfaatan, kemudahan penggunaan, dan risiko dari sistem pemasaran hasil pertanian secara daring, serta hubungan dengan niat untuk menggunakan sistem. Penelitian dilaksanakan di Kabupaten Magelang dengan responden sebanyak 30 orang petani. Data digali melalui kuesioner dengan wawancara tatap muka dan dianalisis dengan menggunakan uji proporsi dan analisis korelasi *Product Moment* Pearson. Hasil uji proporsi menunjukkan bahwa persepsi kemanfaatan, persepsi kemudahan, dan niat untuk menggunakan bernilai positif. Persepsi petani terhadap risiko bernilai negatif. Hasil analisis *Product Moment* Pearson menunjukkan bahwa ada korelasi searah yang signifikan antara kemanfaatan dengan niat petani untuk menggunakan sistem ( $r = 0,355$ ;  $p = 0,054$ ). Dukungan dari beberapa pihak untuk mengembangkan sistem pemasaran daring di kalangan petani diperlukan agar mempermudah adopsi petani terhadap sistem pemasaran daring.

Kata kunci : sistem pemasaran daring hasil pertanian, persepsi kemanfaatan, persepsi kemudahan penggunaan, persepsi risiko, niat untuk menggunakan

## **ABSTRACT**

The online marketing system for agricultural products has bright prospects in the future, but its adoption rate is still relatively slow. In this regard, farmer's perceptions of the online marketing system for agricultural products become an important feedback for system evaluation. If farmers perceive that the technology will benefit them, easy to use, and has a low risk the adoption process will be easier and the opposite will occur. This study aims to find out how farmers' perceptions about the benefits, ease of use and risks of the marketing system of agricultural products online, as well as the correlation with the behavioral intention to use the system. The study was conducted in Magelang District, with 30 respondents as farmers. Data were collected through a questionnaire with face-to-face interviews and analyzed using proportion test and Pearson Product Moment correlation analysis. The proportion test results show that the perceived usefulness, perceived ease, and behavioral intention to use are positive. Farmers' perceived risk is negative. The results of the Pearson Product Moment analysis show that there is a significant direct correlation between perceived usefulness and farmer's behavioral intention to use the system ( $r = 0.355$ ;  $p = 0.054$ ). Support from several parties to develop online marketing systems among farmers is needed in order to facilitate farmers' adoption of online marketing systems.

**Key word :** Online marketing system for agricultural products, perceived usefulness, perceived ease of to use, perceived risk, behavioral intention to use