

ABSTRAK

Khairil Ismail, NIM: 7173510039. “Pengaruh Biaya Produksi dan Akses Pasar terhadap Pendapatan Petani Kopi Kabupaten Mandailing Natal”.

Penelitian ini bertujuan untuk mengetahui pengaruh dari biaya produksi dan akses pasar terhadap pendapatan petani kopi di kabupaten Mandailing Natal. Teknik pengambilan sampel dalam penelitian ini menggunakan rumus *Slovin*. Adapun jumlah sampel dalam penelitian ini adalah sebanyak 102 orang petani di kabupaten Mandailing Natal. Dalam mengumpulkan data penelitian, digunakan teknik survey dengan kuisioner sebagai instrumen pengumpul data. Analisis data penelitian menggunakan uji regresi berganda, uji hipotesis dan uji koefisien determinasi (R^2) yang dilakukan dengan bantuan *software SPSS 24*. Hasil penelitian menunjukkan bahwa: (1) biaya produksi memiliki pengaruh terhadap pendapatan petani kopi di kabupaten Mandailing Natal sebesar 26%; (2) akses pasar memiliki pengaruh terhadap pendapatan petani kopi di kabupaten Mandailing sebesar 34%; (3) biaya produksi dan akses pasar secara simultan memiliki pengaruh terhadap pendapatan petani kopi di kabupaten Mandailing Natal sebesar 51%.

Kata Kunci: *Biaya Produksi, Akses Pasar, Pendapatan Petani Kopi.*

THE *Character Building*
UNIVERSITY

ABSTRACT

Khairil Ismail, Registration Number: 7173510039. “The Effect of Production Costs and Market Access on Coffee Farmers’ Income in Mandailing Natal Regency”.

This research is aimed at describing the effect of production costs and market access on coffee farmers’ income in Mandailing Natal regency. The sampling technique in this research used the Slovin formula. The number of samples in this research was 102 farmers in Mandailing Natal district. In collecting research data, survey techniques were used with questionnaires as data collection instruments. Analysis of research data uses multiple regression tests, hypothesis tests and coefficient of determination tests (R^2) which was carried out with the help of SPSS 24 software. The results of the research show that: (1) production costs have a significant influence on the income of coffee farmers in Mandailing Natal as much as 26%; (2) market access has a significant influence on the income of coffee farmers in Mandailing Natal as much as 34%; (3) production costs and market access simultaneously have an influence on the income of coffee farmers in Mandailing Natal regency by 51%.

Key Words: *Production Costs, Market Access, Income of Coffee Farmers.*

THE
Character Building
UNIVERSITY