SUMMARY

NURJAMAN. Analysis of business behavior in adopting technological innovation of Food Crops. Supervised by UJANG SUMARWAN and KIRBRANDOKO

The technological innovation has an important role in economic dimension of the a country. It has proven, that innovation provide main role as a driver of economic growth, and prosperity in the developed country. Creation of innovation, can not be separated from the research institutions role in generating technology (invention), which can be developed to be something that has more economic benefits (innovation).

Various innovations had been produced by the Agency for Agricultural Research (IAARD), one of those is in the field of food crops divisions. Dissesikapion of information, that had been generated by the innovation Agricultural Research carried out with various promotional activities. This activities are expected to increased expansion of technology to be adopted (license) by the business people. In another hand unfortunately the fact had shown that the promotional activities which had been implemented not able to boost the number of licenses increasement adopted by the business people. Low absorption should be an evaluation for promotional activities that have been implemented. Based on those facts, this study attempted to analyze perception of factors that affect the adoption rate, the correlation of influence attitudes, subjective norms, and perceived behavioral control, to adopted by the business people in technological innovation crops. Based on the results, will formulated the alternative marketing strategies, that can be used to increase the number of innovations, that can be adopted by the business.

The data and informations used in this study were obtained by interview and questionnaire. The theory of planned behavior (TPB) is used to analyze the attitude of the business in the adoption of innovation. The data obtained were processed using multiple regression using Minitab 16. Whereas the factors that affect the rate of adoption is treated with Excel calculations and descriptive analysis. Alternative strategies obtained were the result of focus group discussions.

The results showed that organizational readiness is the main factor that determines the first in the rate of adoption. Corporate behavior tested in this study showed, that the attitude in adopting innovation by the business is significantly affected by the components of attitude toward the behavior, subjective norm, and behavioral control. This study found the alternative marketing strategies that can be formulated to increase the amount of innovation adoption was to further enhance cooperation with relevant institutions in marketing activities, so that the institution will provide advice innovations that can be adopted by the business. From this study also can be developed further research in the form of social influence and policies that have not been included in this study, and economic impact on the adoption of which has been adopted.

Keywords: adoption, innovation, theory of planned behavior