SUMMARY

SOESILO HADIMARTONO. Purchase Behavior Analysis of Hybrid Rice Seed by Farmers in PT Sang Hyang Seri (Persero) Region I Regional Marketing Sukamandi. Supervised by UJANG SUMARWAN and BUNASOR SANIM.

Rice needs will continue to increase along with the projected rate of population increase. The use of quality seed is the thing to get attention. PT Sang Hyang Seri (Persero) is a state-owned company engaged in producing certified hybrid rice seeds. In the face of the competitive environment is very dynamic business and strategic, then PT Sang Hyang Seri (Persero) requires a comprehensive marketing strategy. Therefore, it is necessary to analyze the factors that influence the voting behavior of hybrid seeds by farmers.

The method used is multiple regression analysis. Factors that influence the voting behavior of hybrid seeds consist of Attitude, Subjective norm, and perceived behavior control. All three of these factors have a significant influence on the behavior of farmers in purchasing hybrid seeds.

Factors that affect the purchase of hybrid seeds at PT Sang Hyang Seri (Persero) is a decisive factor in determining the success of marketing of hybrid seeds to consumers. The results of the interview respondents indicated that the factors affecting the purchase of hybrid seed is the attitude, subjective norm and perceived behavior control. Perceived behavior control or perceived behavior control according to respondents is a factor that determines the first affecting the level of purchase hybrid seeds. A further factor affecting is Subjective norm or subjective norm then the last one is the attitude.

Farmers have confidence that the use of hybrid rice gives the impact of increased profits from production, harvest time will be faster, and will produce more tillers so that confidence can increase the intensity of the behavior of farmers in the purchase of hybrid rice seeds in hopes of farmers to obtain greater profits. The purchasing behavior of hybrid rice by farmers in the marketing area of PT Sang Hyang Seri (Persero) Regional I Sukamandi influenced by contact farmer who can be contacted, the suggestion of extension local hybrid rice, and the influence of most small marketing is done by PT Sang Hyang Seri (Persero) itself. Variables influence the perception of control behavior contrary to existing theories. The analysis showed a negative influence. It is possible for farmers who are in the hybrid rice production center. Moreover, it is general rice farmers in the marketing of PT Sang Hyang Seri (Persero) Regional I Sukamandi using the last rice in 2014, at which time the existence of government subsidies that encourage farmers to use hybrid rice in order to increase national rice production.

Keywords: purchasing intention, hybrid rice, PT Sang Hyang Seri (Persero), multiple regression.