

ABSTRAK

Apriadi, tahun 2021, "Pengaruh Harga Jual Kopra Dan Biaya Produksi Terhadap Pendapatan Petani Kopra Di Desa Kayu Kecamatan Bontomatene Kabupaten Kepulauan Selayar". Skripsi jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Yang dibimbing oleh Pembimbing I H. Andi Jam'an dan Pembimbing II Alamsjah.

Penelitian ini bertujuan untuk menguji Pengaruh Harga Jual Kopra Dan Biaya Produksi Terhadap Pendapatan Petani Kopra Di Desa Kayu Kecamatan Bontomatene Kabupaten Kepulauan Selayar. Penelitian ini menggunakan sumber data primer, yang dimana peneliti melakukan penelitian dengan menyebarkan kuesioner kepada 50 orang responden.

Teknik Analisis pada penelitian ini yaitu uji validitas, uji realibilitas, Uji asumsi klasik, dan Pengujian hipotesis dengan regresi linear sederhana, dan uji t (Parsial). Dimana secara parsial, Hasil penelitian ini menunjukkan bahwa Harga Jual Kopra berpengaruh positif dan signifikan terhadap Pendapatan Petani Kopra Di Desa Kayu Kecamatan Bontomatene Kabupaten Kepulauan Selayar dimana nilai T hitung $3.539 > \text{nilai T tabel } 2.01174$ dan Nilai signifikasinya $0,000 < 0,05$ Sehingga hipotesis pertama diterima. Dan Biaya Produksi berpengaruh positif dan signifikan Terhadap Pendapatan Petani Kopra Di Desa Kayu Kecamatan Bontomatene Kabupaten Kepulauan Selayar dimana nilai T hitung $4.633 > \text{nilai T tabel } 2.01174$ dan Nilai signifikasinya $0,000 < 0,05$ Sehingga hipotesis kedua diterima.

Kata Kunci: Harga Jual Kopra, Biaya Produksi, Pendapatan Petani Kopra

ABSTRACT

Apriadi, 2021, "The Influence of Copra Selling Price and Production Costs on the Income of Copra Farmers in Kayu Village, Bontomatene District, Selayar Islands Regency". Thesis majoring in Management, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Advisor I H.Andi Jam'an and Supervisor II Alamsjah

This study aims to examine the effect of the selling price of copra and production costs on the income of copra farmers in Kayu Village, Bontomatene District, Selayar Islands Regency. This study uses primary data sources, where the researchers conducted research by distributing questionnaires to 50 respondents.

The analysis techniques in this research are validity test, reliability test, classical assumption test, and hypothesis testing with simple linear regression, and t test (partial). Where partially, the results of this study indicate that the selling price of copra has a positive and significant effect on the income of copra farmers in the Kayu Village, Bontomatene District, Selayar Islands Regency where the T count value is $3,539 > \text{the T table value is } 2.01174$ and the significance value is $0.000 < 0.05$ So the first hypothesis is accepted. . And production costs have a positive and significant effect on the income of copra farmers in Kayu Village, Bontomatene District, Selayar Islands Regency where the T count is $4.633 > \text{the T table value is } 2.01174$ and the significance value is $0.000 < 0.05$. So the second hypothesis is accepted.

Keywords: Copra Selling Price, Production Cost, Copra Farmer Income