

ABSTRAK

MIRNANI. 105051101122. Persepsi Risiko Produsen Terhadap Pemasaran Buah Naga di Kabupaten Soppeng. Dibimbing oleh: **RATNAWATI TAHIR** dan **JUMIATI**.

Buah naga merupakan komoditas hortikultura dengan potensi ekonomi tinggi dan perkembangan pesat di Kabupaten Soppeng. Namun, dalam pemasarannya, produsen buah naga menghadapi beragam tantangan risiko, termasuk fluktuasi harga, kerusakan produk, dan keterbatasan akses pasar. Penelitian ini bertujuan menganalisis pengaruh jenis dan faktor risiko terhadap persepsi risiko produsen, serta hubungan antara persepsi risiko dengan strategi pemasaran buah naga. Dilaksanakan di Kabupaten Soppeng, penelitian ini menggunakan pendekatan kuantitatif. Sebanyak 96 responden dipilih secara purposive dengan penentuan sampel berdasarkan rumus Lemeshow pada tingkat kepercayaan 95%. Data dikumpulkan melalui observasi, kuesioner, dan studi dokumentasi, lalu dianalisis menggunakan analisis deskriptif, regresi linear berganda, dan korelasi Pearson. Hasil analisis regresi menunjukkan bahwa jenis risiko (besaran pengaruh 0,391) dan faktor-faktor risiko (besaran pengaruh 0,341) berpengaruh positif dan signifikan terhadap persepsi risiko produsen, dibuktikan dengan nilai signifikansi 0,00 ($< 0,05$). Adapun hasil analisis korelasi Pearson menunjukkan hubungan signifikan antara persepsi risiko dan strategi pemasaran, dengan nilai korelasi sebesar 0,432 yang tergolong sedang. Secara spesifik, produsen dengan persepsi risiko tinggi cenderung memilih strategi pemasaran konservatif, seperti penjualan melalui tengkulak. Sebaliknya, produsen dengan persepsi risiko rendah lebih memilih strategi inovatif, seperti diversifikasi pasar komoditas buah naga di Kabupaten Soppeng.

Kata Kunci: Persepsi risiko, jenis risiko, faktor risiko, strategi pemasaran

ABSTRACT

MIRNANI, 2025. *Producers' Risk Perception toward Dragon Fruit Marketing in Soppeng Regency.* Supervised by Ratnawati Tahir and Jumiaty.

Dragon fruit is a horticultural commodity with high economic potential and rapid growth in Soppeng Regency. However, in its marketing, dragon fruit producers face various risk challenges, including price fluctuations, product damage, and limited market access. This study aims to analyze the influence of risk types and risk factors on producers' risk perception, as well as the relationship between risk perception and dragon fruit marketing strategies. Conducted in Soppeng Regency, this research employed a quantitative approach. A total of 96 respondents were purposively selected, with the sample size determined using the Lemeshow formula at a 95% confidence level. Data were collected through observation, questionnaires, and document review, and then analyzed using descriptive analysis, multiple linear regression, and Pearson correlation. The regression analysis results showed that risk types (influence coefficient of 0.391) and risk factors (influence coefficient of 0.341) had a positive and significant effect on producers' risk perception, as evidenced by a significance value of 0.00 (< 0.05). Meanwhile, the Pearson correlation analysis indicated a significant relationship between risk perception and marketing strategies, with a correlation coefficient of 0.432, which is classified as moderate. Specifically, producers with high risk perception tend to choose conservative marketing strategies, such as selling through middlemen. Conversely, producers with low risk perception are more inclined toward innovative strategies, such as market diversification of dragon fruit commodities in Soppeng Regency.

Keywords: *Risk Perception, Risk Types, Risk Factors, Marketing Strategies.*

