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Business Behavior Model And Business Performance Of Areca Nut Farmers In Tanjung Jabung Timur District And Tanjung Jabung Barat

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Abstract

In its development, the Pinang commodity is a leading regional commodity in Jambi Province in general, and Tanjabtim and Tanjabbar districts in particular. Tanjung Jabung Timur and Tanjung Jabung Barat districts are the largest and best producers of Pinang commodities in Jambi Province. This makes Pinang one of the leading export products of the district. So that Pinang is widely used by the community as a source of livelihood both in the form of buying and selling businesses and field investments. As a leading commodity, the business behavior and business performance of Pinang farmers are needed to develop this Pinang business or business in the future. Research on the business behavior and business performance of Pinang farmers has never been studied before. This study has the ultimate goal of formulating a Model of Business Behavior and Business Performance of Pinang Farmers in Tanjung Jabung Timur and Tanjung Jabung Barat Districts. This study applies a combination research (mixed method) with the Sequential Exploratory Design type, namely the initial stage using qualitative research with NVivo software, then the second stage using quantitative research with SmartPLS software. The results of this study conclude that Pinang farmers consist of: hereditary pinang farmers and "new" pinang farmers. The performance of the areca nut farmer business is highly dependent on the collectors and/or areca nut entrepreneurs and areca nut exporters. This is because the purchase price of areca nuts from areca nut farmers is determined by the collectors, areca nut entrepreneurs and areca nut exporters. Meanwhile, other things can be concluded as follows: 1.) The purchasing behavior of areca nut buyers is unable to strengthen or weaken the business behavior of areca nut farmers. 2.) The higher the business behavior of areca nut farmers, the higher the business performance will be. 3.) This means that the higher the purchasing behavior of areca nut buyers, the higher the business performance will be.

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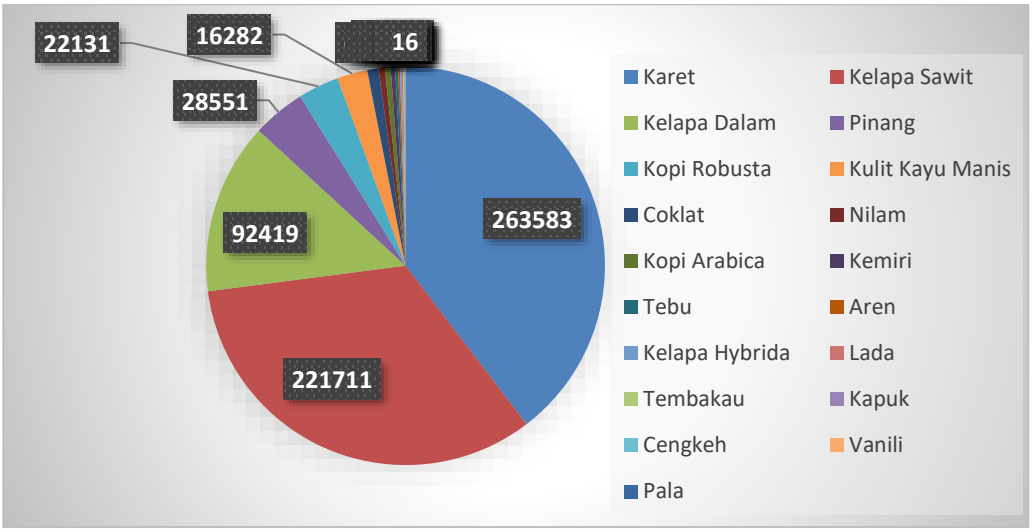
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Key words: business behavior, business performance, Pinang.

INTRODUCTION

The plantation sector is one of the sectors that contributes to national income and has an important role in development in Indonesia.(Soleh, 2018). Likewise in Jambi Province, the plantation sector is also one of the sectors that has a large contribution to regional income.(Article 2021). This is due to the many variations of commodities in the plantation sector. Here is the distribution of plantation farmers in Jambi Province:

Table 1. Plantation Crop Farmers by Crop Type (Household)



Source:(BPS Jambi Province, 2018)

Based on the image, it can be seen that Pinang is the 4th largest commodity in Jambi Province after rubber, palm oil and coconut. This happened because since 2016 to 2019, rubber and palm oil commodities have been abandoned by the community and have started to switch to Pinang plant commodities. Pinang plants have started to become a favorite because many of their functions and benefits have been found, such as medicines, craft materials, economic commodities and even as land boundaries or yard boundaries because the trunk is straight, does not branch and is sturdy(Gupta et al., 2018; Silalahi, 2021).

In its development, the Betel Nut commodity in Jambi Province is a superior regional commodity for the export market aimed at various countries, such as Bangladesh, China, India, Malaysia, Myanmar, Nepal, Pakistan, Singapore, Sri Lanka, Thailand and the United Arab Emirates.(BPS, 2019). This is reinforced by the Decree of the Minister of Agriculture

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Number 199/Kpts/SR.120/1/2013 which shows that Pinang in Jambi Province already has advantages in terms of quality when compared to other provinces that export similar commodities.

Jambi Province is one of the provinces producing Areca Nuts besides West Sumatra, Riau, North Sumatra, and Aceh. The area of Areca Nut plantations in Jambi Province in 2021 is approximately 28,255 hectares. In 2021 from January to September, Areca Nut product exports increased to 67 thousand tons with a value of IDR 1.7 trillion.

Tanjung Jabung Timur and Tanjung Jabung Barat Regencies are the largest and best producers of Pinang commodities in Jambi Province. This makes Pinang one of the leading export products of the district.So that many people use Pinang as a source of livelihood, both in the form of buying and selling businesses and investment in fields.The following table shows the area of crops, production and number of farmers in Tanjabtim and Tanjabbar Districts.

Table 2. Planted Area, Production, Average Production and Number of Plantation Crop Farmers in East Tanjung Jabung and West Tanjung Jabung Districts, 2017

Regency	Plant Area (Ha)	Production (Tons)	Average Production (Kg/Ha)	Number of Farmers
East Tanjab	9,095	3.207	478	8,793
Tanjabbar	11,071	9,981	1001	8.013

Source: Central Bureau of Statistics, 2017

Based on Table 1. It can be seen that the areaPinang plantations in East Tanjung Jabung and West Tanjung Jabung Regencies in 2017 were approximately 9,095 Ha and 11,071 Ha respectively. The production of the Pinang commodity was 3,207 tons in Tanjabtim Regency and 9,981 tons in Tanjabbar Regency. The average production yield was 478 Kg/Ha in Tanjabtim Regency and 1001 Kg/Ha in Tanjabbar Regency. This yield was produced by 8,793 farmers in Tanjabtim and 8,013 farmers in Tanjabbar.

Research on Pinang was carried out by, among others,(Naagarajan and Meenakshi 2016)stated that Betel Nut has been one of India's largest export commodities for 20 years since 1991. Supporting this research, research(N, 2016)in Kerala India also states that Areca nut is an important commercial crop in Kerala. This Areca nut plant has a function in religious, social and cultural events of the community.

Then,(Nasution et al., 2019)in Aceh Regency stated that the development of Pinang plants as an alternative plant and supporting plant for oil palm in West Aceh Regency is

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focused on the fields of cultivation, industry, marketing and farmer institutions which are carried out in an integrated manner, not partially. Meanwhile,(Sawitri and Syahrantau 2020)concluded that the factors that influence the income of Pinang farming businesses in Kembang Mekar Sari Village, Keritang District, Indragiri Hilir Regency are production and selling prices of palm oil. On the other hand(Raizah and Nasir 2020)in his research in South Aceh stated that capital, land area, labor, and fertilizer have a positive and significant effect on the income of Pinang farmers. Then,(Murdy and Kuswanto 2021)added that to support the success of farming businesses, the government's role is needed in creating a conducive market, both in terms of price and demand levels.

Based on the previous explanation, the Pinang business by Pinang farmers in Tanjung Jabung Timur and Tanjung Jabung Barat Regencies has the opportunity to develop and advance. However, on the other hand, research on the business behavior and business performance of Pinang farmers has never existed before.

Meanwhile, several studies related to business behavior and business performance have been conducted by the Research Team. Research on business behavior and business performance was conducted on the Manager of a State-Owned Bank Tbk in Jambi City (Lubis, Zulkifli, Firmansyah, 2014), Cooperatives in Sarolangun Regency(Lubis, Kernalis, and Ridwan 2014), Fishermen and Fishing Fishermen (**Lubis**and Zulkifli, 2015), Batik Craftsmen in Olak Kemang (Firmansyah, Lubis, Zulkifli 2016), Small Traders at the Tanggo Rajo Tourist Attraction (Lubis, Indrawijaya, 2017), Herbal medicine sellers (Lubis, Zulkifli, Dewi, 2014), local fruit craftsmen(Firmansyah and Lubis 2018), vegetable, meat, fish and chicken traders(Lubis and Firmansyah 2018), batik craftsmen in Jambi City (Lubis, Zulkifli and Firmansyah, 2016),street vendors (Lubis, Dewi, Mirdah, and Fatricia 2014), BUMDesa (Lubis, Firmansyah 2020), food trucks (Firmansyah and Lubis, 2020), container booth stands (Lubis, Firmansyah 2020), and companies on the IDX (Firmansyah, Lubis 2020).

The popularity of betel nut plants is growing in East Tanjung Jabung and West Tanjung Jabung Regencies. As a leading commodity, the business behavior and business performance of betel nut farmers are needed to develop this betel nut business in the future. Research on the business behavior and business performance of betel nut farmers has never been studied before. Therefore, the title of this study is the Model of Business Behavior and Business Performance of Betel Nut Farmers in East Tanjung Jabung and West Tanjung Jabung Regencies.

LITERATURE ANALYSIS AND METHODOLOGY

The plantation sector has a very large contribution to the Indonesian economy(Soleh, 2018). Likewise, in Jambi Province, the plantation sector contributes greatly to regional

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income. The plantation sector includes Rubber which is the largest plantation product, Palm Oil, Coconut and Areca Nut. One type of plantation crop that is currently popular in India and Southeast Asia is Areca Nut(Arora and Squier 2019).

In Jambi Province, Pinang commodity is one of the phenomenal plantation commodities. This is due to the increasing world market demand for Pinang. Therefore, Pinang is used by the community as a source of livelihood both in the form of buying and selling businesses and field investments.The largest producers of betel nuts with the best quality in Jambi Province are West Tanjung Jabung Regency and East Tanjung Jabung and West Tanjung Jabung Regencies.

Areca nut is one of the largest export commodities in India.(N 2016; Naagarajan and Meenakshi 2016). This is because the use of Pinang is widely used in various activities. Research(Singh, Dikshit, and Chaturvedi 2020)stated that the popularity of the use of Betel Nut in the South Asian region is based on four factors, namely social acceptance, religious beliefs, perceived health benefits and needs.

Research in Indonesia on Pinang was carried out by, among others,(Nasution et al., 2019)which discusses that the strategy for developing Areca nut plants as an alternative plant and supporting plant for oil palm must be carried out in an integrated manner.(Sawitri and Syahrantau 2020)concluded that the production and selling price of Pinang are factors that influence the income of Pinang farming businesses. While(Raizah and Nasir 2020)stated that capital, land area, labor, and fertilizer are other factors that influence the Pinang farming business.(Murdy and Kuswanto 2021)concluded that to support the success of farming efforts, the role of other parties, namely the government, is needed to be able to create a conducive market.

In line with this, previous research on Pinang that has been explained previously only discussed the development of Pinang productivity. However, there is no literature that discusses the Business Behavior and business performance of Pinang farmers. Therefore, this research will be studied by a team that has research experience in the field of business behavior and business performance.

This study applies a combination research (mixed method). The combination research used is the Sequential Exploratory Design type, namely the initial stage uses a qualitative research type, then the second stage uses a quantitative research type. The objects used in this study areAreca nut farmers in East Tanjung Jabung and West Tanjung Jabung Regencies.

Research Stages

The stages of this research are presented in the form of a diagram. *Fishbone*following:

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Figure 1. Fishbone Research Stages

Qualitative Research Stage

Step (1) Potential and Problems. The potential of this research is the increasing demand for Areca Nuts for world market needs. In addition, East Tanjung Jabung and West Tanjung Jabung Regencies are producers of the best quality Areca Nuts. Meanwhile, the problem of this research is the lack of farmers' ability to meet optimal Areca Nut demand. Therefore, in general, the problem is the absence of a business behavior model and business performance of Areca Nut farmers in East Tanjung Jabung and West Tanjung Jabung Regencies.

Step (2) Theoretical Study. The approach used in this study is a phenomenological approach in the study of management, economics and entrepreneurship. The theoretical approach used is the theory of business behavior and business performance.

Step (3) Data Collection and Data Analysis.

Data collection using in-depth interview methods, observation and documentation. The data obtained will be analyzed using Nvivo 12 qualitative research software.

Step (4) Hypothesis Findings.

The Nvivo 12 output will produce indicator and variable propositions. Analysis of the relationship/influence patterns between indicators and variables will use quantitative research stages.

Quantitative Research Stage

Step (5) Population and Sample.

The population of this study was Pinang farmers in East Tanjung Jabung and West Tanjung Jabung Regencies in Jambi Province. The sample of this study used the purposive sampling method of the judgment sampling type.

Step (6) Data Collection Method.

This study uses primary and secondary data. Closed and open questions are used in the study to obtain information from respondents.

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Step (7) Data Analysis.
This study uses data analysis stages consisting of descriptive statistical analysis in the form of average statistics and inferential statistics with a covariance-based Structural Equation Model (SEM), namely PLS using Smart PLS 3 software.
Step (8) Conclusion. Conclusions and research results are obtained based on the results of descriptive statistical analysis and inferential statistics from the output of NVivo and SmartPLS

RESEARCH AND RESULTS

Business Behavior of Areca Nut Farmers in East Tanjung Jabung and West Tanjung Jabung Regencies

Based on the results of observations and interviews, it was found that the areca nut farmers consist of:

1. Areca nut farmers from generation to generation
   Hereditary areca nut farmers are farmers who cultivate areca nuts that are inherited from their parents or family.
2. "New" betel nut farmer
   New areca nut farmers are farmers who cultivate areca nuts starting from scratch. These farmers gain knowledge about areca nuts by studying them themselves.

In general, areca nut farming is still carried out traditionally (Wahyudi, 2018) so that the level of plant productivity has not made a significant contribution to family income. This condition occurs because areca nut farming managed by the community is not supported by adequate capital and a small business scale. These limitations encourage farmers to carry out the right strategy in managing their business so that the farming they run produces optimal profits. According to(Margaretha & Supartika, 2016), among these strategies is outsourcing to support the production process, namely by renting equipment or technology from other entrepreneurs who have successfully developed agriculture. In this way, the agriculture that is run will be more efficient because the cost of purchasing assets will be reduced.

Business Performance of Areca Nut Farmers in East Tanjung Jabung and West Tanjung Jabung Regencies

Amid the unstable prices of rubber and palm oil plantation commodities, the price of areca nut in Jambi is actually rising and tends to be stable. This condition is a hope for farmers not to be too dependent on the price of palm oil or rubber. For Jambi Province, Pinang is

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one of the export commodities with a positive growth trend, especially in the last three years. In 2018, total areca nut exports to world countries were recorded at USD 4.2 million and increased to USD 11 million in 2020.

Based on records, areca nuts contributed 16.7 percent of the total agricultural commodity exports from Jambi in 2018, ranking second after rubber commodities which contributed 60 percent. In addition to areca nuts, at the event, 3,700 tons of palm shells worth IDR 5.6 billion were also exported to Thailand and 27 tons of whole coconuts worth IDR 378 million to Pakistan.

This movement continued in 2021, when the Governor of Jambi released agricultural commodities to 12 countries worth IDR 202.6 billion. The countries that were the export destinations this time included Bangladesh, China, India, Iran, Japan, Malaysia, Pakistan, Russia, Singapore, Thailand, Taiwan and Vietnam. There were 10 agricultural commodities exported, namely gambir, processed rubber, rubber wood, processed wood, areca nut seeds, whole coconuts, copra, coffee, cinnamon and palm shells.

Pinang from Jambi is said to have the best quality in the world with a water content below six percent. One of them is Pinang betara which is starting to be noticed by the inter

national market. In recent years, its export value has increased. Pinang betara is one of the leading products in Jambi. While in Sumatra, pinang betara is number 1 as the best betel nut.



Figure 2. Jambi Betara Pinang

In one year, Jambi Province produces more than 4,000 tons of areca nuts. Most of them come from Tanjung Jabung Barat and Tanjung Jabung Timur Regencies. The production of this Batara areca nut reaches 2.8 tons per hectare per year. The largest area is Tanjung Jabung Barat, which is more than 12,000 hectares. Meanwhile, in Tanjung Jabung Timur, it is around 11,000 hectares.

Betel nut is one of Jambi Province's leading commodities besides rubber, palm oil and coconut.(Murdy & Kuswanto, 2021b). There are 28,551 households or around 4.29 percent of farmers in Jambi Province who utilize areca nut farming as a source of family income.

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The performance of the areca nut farmer business is highly dependent on the collectors and/or areca nut entrepreneurs and areca nut exporters. This is because the purchase price of areca nuts from areca nut farmers is determined by the collectors, areca nut entrepreneurs and areca nut exporters.

Model Business Behavior and Business Performance of Areca Nut Farmers in East Tanjung Jabung and West Tanjung Jabung Regencies

The qualitative stages of this research were carried out by tabulating the questionnaire results and then inputting them into the Nvivo Pro 11 software. Based on the results of the Nvivo calculation output, the following figure is displayed:

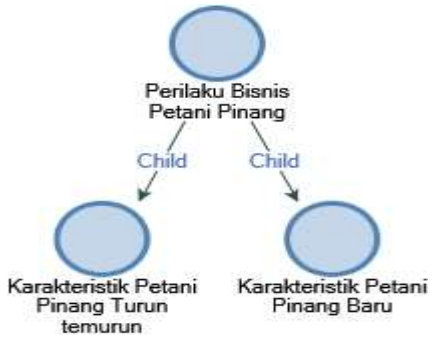


Figure 3. Business behavior of betel nut farmers

Based on the NVivo Output results in Figure 3, it can be concluded that the variable of areca nut farmer business behavior consists of 2 types of farmer characteristics, namely: the characteristics of hereditary areca nut farmers and the characteristics of new areca nut farmers.

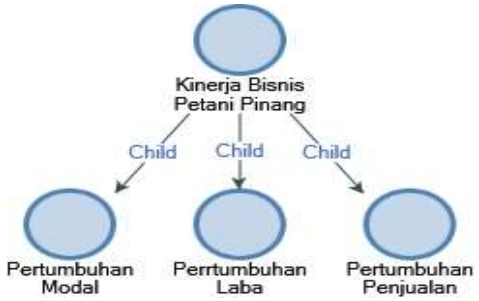


Figure 4. Business performance of betel nut farmers

Meanwhile, in Figure 4, it can be seen that the business performance of areca nut farmers is divided into 3 things, namely capital growth, profit growth and sales growth.

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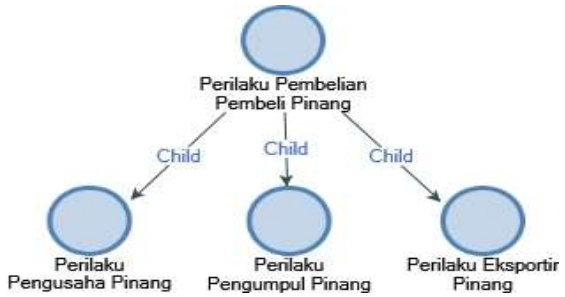


Figure 5. Betel nut buyers' purchasing behavior

Furthermore, in Figure 5 it can be concluded that the purchasing behavior of betel nut buyers is influenced by 3 factors. Namely, the behavior of betel nut entrepreneurs, the behavior of betel nut collectors, and the behavior of betel nut exporters.The following shows a complete picture of the performance of the areca nut farmer business.

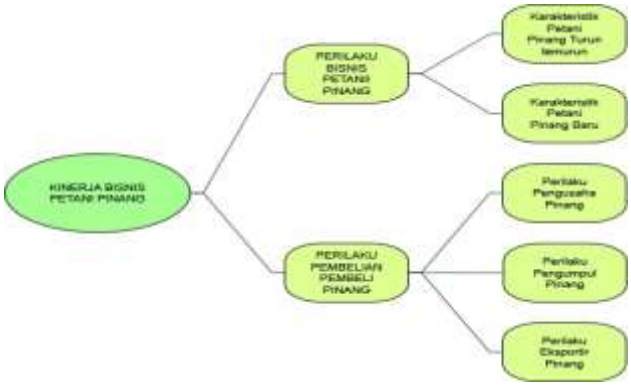


Figure 6. Mind map of areca nut farmer business performance

Next, after going through the qualitative stage, the next stage enters the quantitative stage. In this quantitative stage, Smart-PLS 3 software is used. The following are the output results from the Smart PLS software:

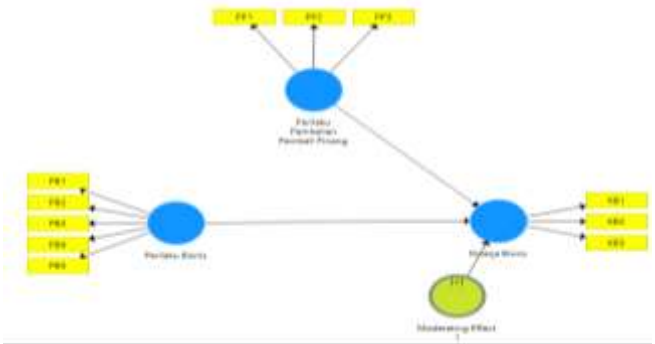


Figure 7. Initial research model

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Figure 7 is the initial research model that shows the influence between variables. In this study, there are 3 variables, namely, business behavior, areca nut buyer purchasing behavior and business performance. The business behavior variable consists of 5 indicators, namely hereditary behavior (PB1), new farmer behavior (PB2), efficiency (PB3), innovation (PB4), and creativity (PB5). Then in the areca nut buyer purchasing behavior variable, it consists of 3 variables, namely collectors (PP1), entrepreneurs (PP2), and exporters (PP3). Meanwhile, the business performance variable consists of 3 indicators, namely profit growth (KB1), sales growth (KB2), and asset growth (KB3). urthermore, calculations are carried out on the research model, and the results can be seen in the following Figure:

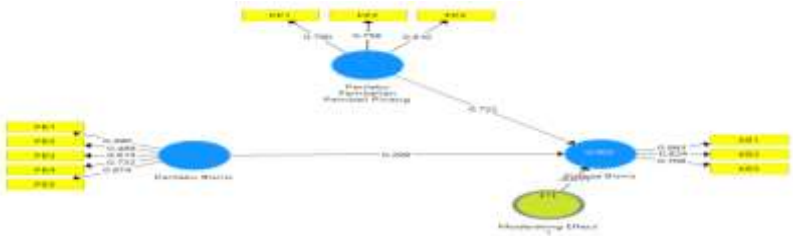


Figure 8. Initial research model calculation

Ghozali (2006) stated that the convergent validity of the research model can be seen from the correlation between the item/indicator score and the construct score. An indicator is considered reliable if it has a correlation value above 0.70.

Based on Figure 8, it can be concluded that in the business behavior variable there are 3 indicators that have values below 0.7, namely hereditary behavior (PB1), new farmer behavior (PB2) and efficiency (PB3). Indicators that have a loading factor value below 0.7 will be removed from the research model and a second research model will be formed. The following is the second research model that displays the research model that has removed indicators with a loading factor below 0.7 which is presented in the following Figure:

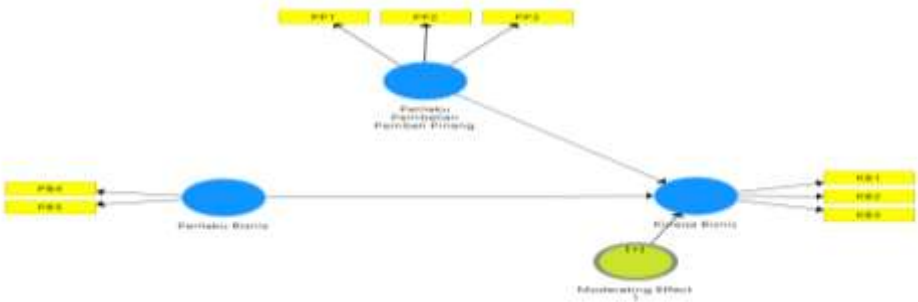


Figure 9. The second research model

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Figure 9 is the second model of this research, and then calculations are carried out on this second model as follows:

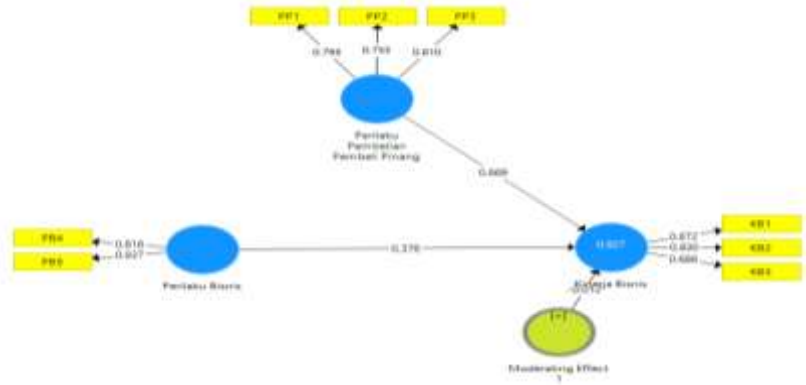


Figure 10. Calculation of the second research model

After recalculation, it can be concluded that there are still indicators that have outer loading values below 0.7, namely the asset growth indicator (KB3) in the business performance variable. This indicator is re-issued and a third model is formed as follows:

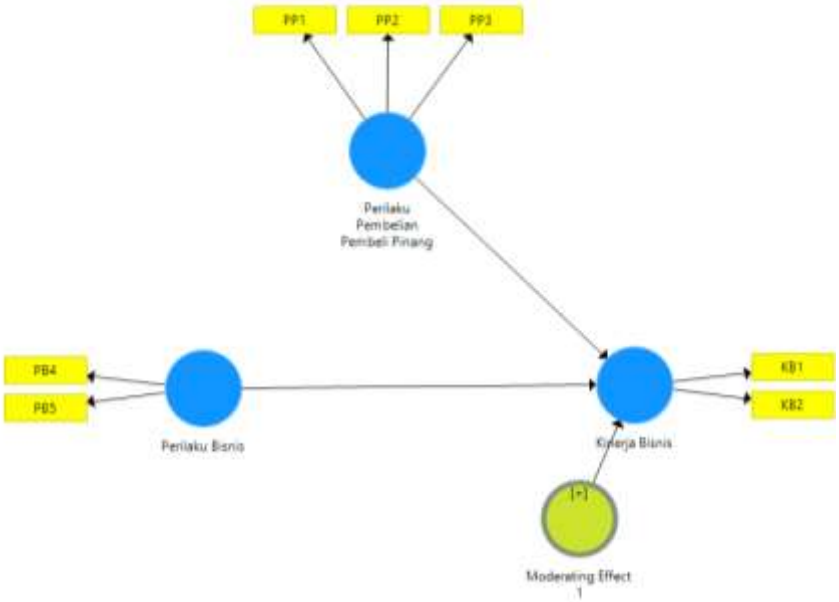


Figure 11. The third research model

The results of the third model calculation are as follows:

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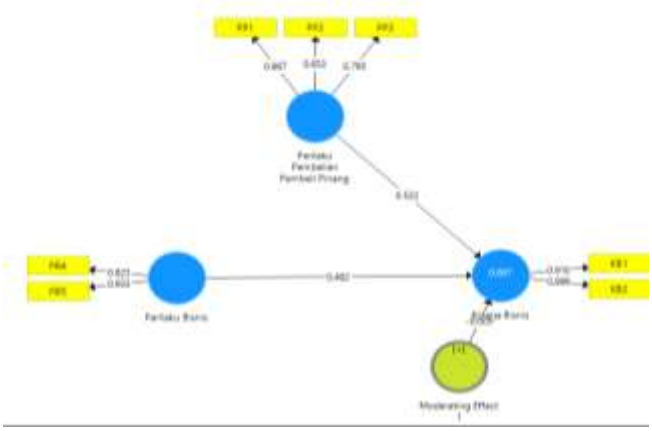


Figure 12. Calculation of the third research model

After the calculation for the third model, there are still indicators that have an outer loading value below 0.7, namely the entrepreneur indicator (PP2) in the variable of purchasing behavior of betel nut buyers. Therefore, this indicator was again removed from the study and a model was formed.the four studies were calculated as follows:

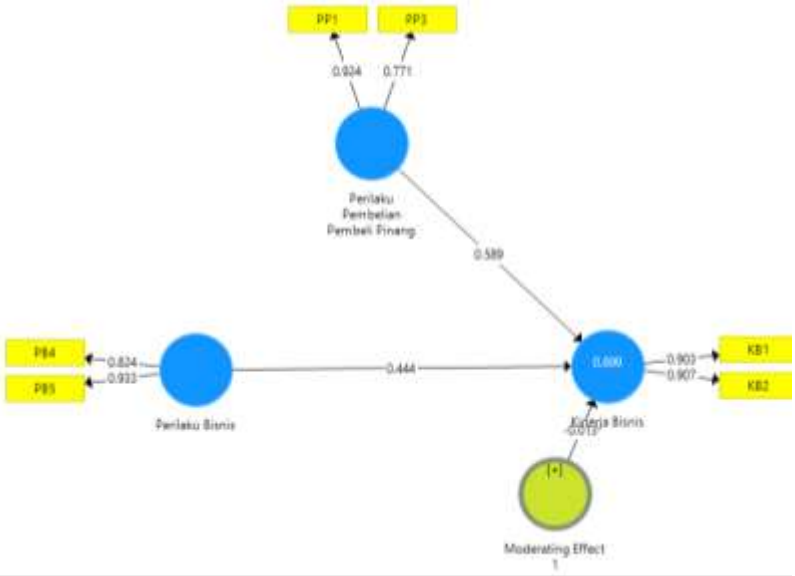


Figure 13. Calculation of the fourth research model

Based on Figure 13. it can be seen that all indicators in all variables have a loading factor above 0.7. This shows that these are the indicators that reflect each variable of this study.

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The following also shows the results of the bootstrapping test for this study:

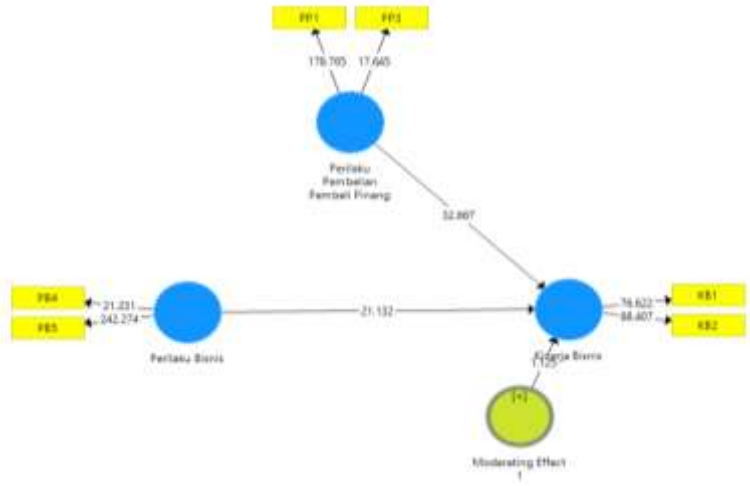


Figure 14. Bootstrapping Results

The following table also displays the research path coefficient:

Table 5. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Moderating Effect 1 -> Business Performance_	-0.013	-0.012	0.012	1,125	0.261
Business Behavior -> Business Performance_	0.444	0.445	0.021	21,132	0,000
Betel Nut Buyer Purchasing Behavior_ -> Business Performance_	0.589	0.589	0.018	32,667	0,000

Source: PLS Output

Based on Figure 14, it can be concluded that from the business behavior variables, the most influential indicator is PB5 or creativity with a value of 242.274. This means that creativity is the most important factor in the business behavior of areca nut farmers. Meanwhile, in the variable of purchasing behavior of areca nut buyers, the most influential indicator is PP1 or collectors with a value of 178.765. This means that areca nut collectors play a very important role in the behavior of areca nut buyers. Then the business performance variable has an indicator KB2 or sales growth with a value of 88.407. This means that business behavior and purchasing behavior of areca nut buyers will motivate sales growth.

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On the other hand, an influential relationship was also found which can be seen in table 5. Based on these results, the following conclusions can be drawn.

1. Moderating Effect 1 on business performance

In moderating effect 1 on business performance, the original sample value is -0.013 (negative), the t-stat value is1,125(less than 1.96) and p-value of 0.261 (greater than 5%). The results of this t-statistic show no effect. Thus, it is concluded that moderating Effect 1 has no effect on business performance. This means that the purchasing behavior of areca nut buyers is unable to strengthen or weaken the business behavior of areca nut farmers.

2. Business behavior towards business performance

Furthermore, business behavior towards business performance has an original sample value of 0.444 (positive), a t-stat value of21,132(greater than 1.96) and p-value of 0.000 (less than 5%). The results of this t-statistic show results that have a significant effect. Thus it is concluded that business behavior has a positive and significant effect on business performance. Therefore, the higher the business behavior of areca nut farmers, the higher their business performance will be.

3. Betel nut buyers' purchasing behavior towards business performance

Finally, regarding the purchasing behavior of betel nut buyers towards business performance, business performance has an original sample value of 0.589 (positive), a t-stat value of32,667(greater than 1.96) and p-value of 0.000 (less than 5%). The results of this t-statistic show results that have a significant effect. Thus it is concluded that the purchasing behavior of areca nut buyers has a positive and significant effect on business performance. This means that the higher the purchasing behavior of areca nut buyers, the higher the business performance

CONCLUSION AND RECOMMENDATIONS

The results of this study can be concluded as follows:

1. Areca nut farmers consist of: hereditary areca nut farmers and "new" areca nut farmers.
2. The performance of the areca nut farmer business is very dependent on the collectors and/or areca nut entrepreneurs and areca nut exporters. This is because the purchase price of areca nuts from areca nut farmers is determined by the collectors, areca nut entrepreneurs and areca nut exporters.

Meanwhile, other things can be concluded as follows:

1. The purchasing behavior of betel nut buyers is unable to strengthen or weaken the business behavior of betel nut farmers.

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2. The higher the business behavior of areca nut farmers, the higher their business performance will be.
3. This means that the higher the purchasing behavior of betel nut buyers, the higher the business performance will be.

Suggestions

The government pays attention to betel nut farmers in terms of providing educational assistance for betel nut cultivation and can maintain the stability of the purchase price or selling price of betel nut. In order to maintain the good quality of betel nuts so that the selling price is maintained.

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