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Analysis Of Decision-Making Among Farmers Cultivating Longan (*Dimorcopus Longan*) In Lalombonda Village, Amonggedo Subdistrict, Konawe Regency

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Abstract

This study aims to identify the factors that influence farmers' decisions in Lalombonda Village, Amonggedo District, Konawe Regency in terms of productivity and fruit quality. The location was determined purposively or intentionally based on the majority of longan farmers. The population in this study consisted of all 71 farmers in Lalombonda Village. The sample in this study was determined purposively (intentionally) using a census technique, as the population in this study was less than 100. This study was analyzed using quantitative descriptive analysis. The results of this study indicate that based on the analysis, farmers' decisions are greatly influenced by factors such as market potential, selling price, farming experience, government support, and the availability of adequate production facilities

Keyword: ***Decision, Farmer, Longan***

INTRODUCTION

Indonesia's tropical climate offers great opportunities for the development of various agricultural commodities, including horticultural crops. One horticultural crop with high economic potential is the longan (*Dimocarpus longan*). This plant is widely cultivated in various Asian countries, such as China, Thailand, Vietnam, Malaysia, and Indonesia. High market demand for longan fruit, both locally and internationally, gives this commodity high economic value and the potential to increase farmers' income if managed optimally (Helena, 2019; Tamura et al., 2015).

Longan cultivation is influenced by various biophysical and technical factors. This plant

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thrives in tropical climates with temperatures of 20–30°C, adequate rainfall, fertile soil rich in organic matter, and good drainage. In addition to environmental factors, fruit productivity and quality are also influenced by the use of high-quality seedlings, fertilization, irrigation, pruning, pest and disease control, and the application of appropriate cultivation technologies. On the other hand, farmers' decisions to develop longan farming are influenced not only by technical aspects but also by socioeconomic characteristics such as land area, farming experience, level of education, income, production costs, access to information, government support, and the ability to adopt agricultural innovations (Soebardi, 2015; Fandinata, 2018).

Southeast Sulawesi is one of the regions with great potential for longan farming development, supported by suitable agroclimatic conditions and government programs aimed at developing the horticulture sector through extension services, provision of production inputs, and capacity building for farmers (BPS, 2022). One of the major centers for longan development is located in Lalombonda Village, Amonggedo Subdistrict, Konawe Regency. This village covers an area of approximately 102 ha, and its residents have begun developing longan farming as a promising alternative livelihood. The success of several farmers in cultivating longan has encouraged other community members to develop the same crop. However, the productivity and quality of the fruit produced still vary, necessitating a study of the factors influencing farmers' decisions regarding longan farming so that the development of this crop can be carried out more effectively and sustainably (Meriana et al., 2008).

Various previous studies have examined the factors influencing farmers' decisions to engage in longan farming. Larasati (2023) found that land area and government support significantly influenced farmers' decisions to engage in longan farming in Sleman Regency, whereas farming experience and income had no significant effect. Prayanti (2019) also reported that educational level and access to information significantly influenced farmers' decisions to switch to longan farming in Purworejo Regency, while age and the number of family dependents did not have a significant effect. At the international level, Chen et al. (2021) stated that market access and agricultural training significantly influence the adoption of longan cultivation in Southern China. Nguyen and Tran (2020) found that farming experience and government support were factors influencing farmers' decisions to cultivate longan in the Mekong Delta, Vietnam, whereas Chamber et al. (2019) reported that farmers' educational levels and access to credit significantly influenced the adoption of longan cultivation in Taiwan. In general, the results of these studies indicate that farmers' decisions to cultivate longan are influenced by a combination of economic, social, institutional, and resource access factors, although the dominant factors vary across regions depending on local socioeconomic, environmental, and

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institutional conditions.

Although various studies have examined farmers' decisions regarding longan cultivation, most of these studies were conducted outside Konawe Regency, where socioeconomic and agroecological conditions differ. Furthermore, the research findings indicate variations in the influencing factors across regions, making it impossible to generalize the results to other areas. To date, there has been limited research examining farmers' decisions regarding longan farming in Lalombonda Village, Amonggedo Subdistrict, Konawe Regency, using a logistic regression approach. This situation indicates *a research gap* that requires further investigation to obtain empirical information on the factors influencing farmers' decisions in accordance with local characteristics.

Given these circumstances, this study offers a novel contribution in the form of an analysis of the factors influencing farmers' decisions to cultivate longan in Lalombonda Village using logistic regression analysis. This approach is employed to identify variables that significantly influence farmers' decisions, so that the research findings can serve as a basis for formulating strategies to develop the longan farming industry in Konawe Regency. Therefore, this study aims to analyze the factors influencing farmers' decisions regarding longan (*Dimocarpus longan*) farming in Lalombonda Village, Amonggedo Subdistrict, Konawe Regency.

METHOD

This study was conducted in Lalombonda Village, Amonggedo Subdistrict, Konawe Regency, Southeast Sulawesi Province. The research location was selected using a purposive sampling method, considering that Lalombonda Village is one of the areas where farmers cultivate longan. The study was conducted from October to November 2024, with primary data collection taking place over a one-month period. The study population consisted of 81 longan farmers; therefore, a census method was used for sampling, meaning that all members of the population were included as research respondents. The data used consisted of primary data obtained through interviews using a structured questionnaire, as well as secondary data sourced from books, journals, theses, scientific articles, and relevant agencies. Data collection was conducted through interviews, note-taking, and documentation.

Data analysis employed binary logistic regression to identify the factors influencing farmers' decisions to engage in longan farming. Data processing was conducted using Microsoft Excel and IBM SPSS. The dependent variable in this study was a dummy variable, taking a value of 1 for farmers who decided to engage in longan farming and 0 for those who did not. Meanwhile, the independent variables analyzed included age (X_1), land area (X_2), farming

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experience (X_3), farmer income (X_4), production costs (X_5), access to information (X_6), and government support or extension services (X_7). Logistic regression was chosen because it can explain the influence of each independent variable on farmers' likelihood of deciding to cultivate longan.

RESULTS AND DISCUSSION

Variable Characteristics

The characteristics of longan farming in this study are defined as a set of independent variables that significantly influence cultivation activities at the study site. These variables encompass biophysical and socioeconomic dimensions, consisting of land area, farming experience, access to agricultural information, farmers' income levels, and government policy support through agricultural extension programs

Table 1. Characteristics of Longan Farmers' Variables in Amonggedo Subdistrict, Konawe Regency, in 2025

Variable	Longan Farmers			Non-Longan Farmers		
	Category	n	%	Category	n	%
Land area (ha)	< 0.5	6	14.63	>0.5	15	36.59
	0.5 -2	35	85.37	0.5–5	26	63.41
Farming Experience (Years)	<5	30	73.17	15	36.59	<5
	5–10	10	24.39	20	48.78	5–10
	(>10)	1	2.44	6	14.63	(>10)
Government Support	Available	11	26.83	Available	30	73.17
	none	30	73.17	none	11	26.83
Market Information Access	Available	11	26.83	Available	25	60.98
	none	30	73.17	none	16	39.02

Based on Table 1 above, the characteristics of longan farmers in Amonggedo Subdistrict, Konawe Regency, in 2025 can be described as follows:

1. The majority of longan farmers in Amonggedo Subdistrict, Konawe Regency, own land ranging from 0.5 to 2 ha, totaling 35 people (85.37%), while non-longan farmers are predominantly those owning land ranging from 0.5 to 5 ha, totaling 26 people (63.41%). These results indicate that most respondents manage land at a relatively productive scale, which has the potential to support agricultural business development. This finding

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aligns with the research by Rasmikayati (2023), which states that the majority of farmers own less than 2 ha of land—a scale considered productive for agricultural operations. However, this situation differs from the findings of Susilowati and Maulana (2012), which showed that nationally, the majority of farmers are still classified as smallholder farmers with land areas of less than 0.5 ha. Thus, farmers' land ownership in Amonggedo Subdistrict is relatively better than the national average, thereby offering greater potential for increasing productivity and developing longan farming operations.

2. The majority of longan farmers in Amonggedo Subdistrict have less than 5 years of farming experience—30 farmers (73.17%)—while non-longan farmers are predominantly those with 5–10 years of farming experience—20 farmers (48.78%). This situation indicates that most longan farmers are still relatively new to longan cultivation, so their technical experience is relatively limited. This finding aligns with the research by Salma et al. (2022), which states that longan farmers at the Nawungan Fruit Orchard in Bantul Regency still have limited experience in longan cultivation, and thus do not yet fully understand the selection of high-yielding varieties or appropriate cultivation techniques. According to Hadi et al. (2019), enhancing farmers' capacity through training, extension services, and the active role of farmers' groups is crucial for accelerating technology adoption and improving farmers' knowledge in managing their farms more productively and sustainably. Therefore, farming experience is a key factor that can influence farmers' ability to make decisions and develop their longan farming operations optimally.
3. Only 11 longan farmers (26.83%) in Amonggedo Subdistrict received government support or extension services, while the majority—30 farmers (73.17%)—had not yet received such support. In contrast, among non-longan farmer groups, the majority of respondents—30 people (73.17%)—had received government support or extension services. This situation indicates an imbalance in the distribution of extension services between the two groups of farmers. These findings align with the research by Sari and Wijaya (2022), which states that extension services and access to information from the government play a crucial role in enhancing farmers' ability to adopt technology, manage their farms, and increase productivity and income. Furthermore, Anang (2022) emphasizes that agricultural extension workers need to utilize information technology as an effective communication tool to bridge the gap between advancements in agricultural technology and the cultivation practices implemented by farmers. Therefore, improving the equitable distribution of extension services and government support for longan

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farmers in Amonggedo Subdistrict must be a priority to ensure that the development of the longan farming business can proceed more optimally.

4. The majority of longan farmers in Amonggedo Subdistrict do not yet have adequate access to information regarding the market and longan farming—specifically, 30 people (73.17%)—while only 11 people (26.83%) have access to such information. In contrast, among the non-longan farmer group, the majority of respondents—25 people (60.98%)—already have access to information. This situation indicates that longan farmers still face limitations in obtaining information that can support their farming decision-making. This finding aligns with the research by Sari et al. (2020), which states that limited access to information is one of the main obstacles farmers face in determining marketing strategies and securing profitable selling prices. Furthermore, Rasmikayati et al. (2017) explain that limited information weakens farmers' bargaining power because market information is largely controlled by middlemen or collectors (Natawidjadja, 2010). Therefore, improving access to information through extension services, the use of information technology, and the strengthening of marketing networks are necessary to enhance the competitiveness and income of longan farmers in Amonggedo Subdistrict.

Table 2. Longan Farmers' Income in 2023 and 2024 in Lalombonda Village, Amonggedo Subdistrict, Konawe Regency, in 2025

No.	Income	Amount (Rp)/season		Percentage (%)
		2024	2025	
1	Lowest	1,333,333	2,563,333	3.09
2	Highest	41,171,333	80,924,333	96.91
	Total	21,252,333	41,743,833	100

Based on Table 2, the average income of longan farmers in Lalombonda Village, Amonggedo Subdistrict, increased from Rp21,252,333 per season in 2024 to Rp41,326,500 per season in 2025. This increase indicates an improvement in farm performance, which is believed to be influenced by higher longan fruit yields. This suggests that longan farming offers fairly good economic prospects for farmers in the study area.

These findings align with the research by Rahman et al. (2021), which states that high farmer income is influenced by efficient farm management, farming experience, and adequate access to information, thereby enhancing productivity and business outcomes. Income is one

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indicator of farming success because it reflects farmers' ability to meet household needs while ensuring the sustainability of their operations. Therefore, efforts to increase longan farmers' income must continue to be supported through improved access to technology, extension services, and expanded market access so that farmers' productivity and well-being can continue to improve.

Logistic Regression Model

The logistic regression model is a data analysis method used to identify relationships between a binary or dichotomous response variable (Y) and multicategorical predictor variables (X).

Table 3. Results of the *Hosmer and Lemeshow* Test Using the Chi-Square Method

Model Fitting Information				
Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	30.916			
Final	5,976	24,940	68	1,000

The results of the chi-square test above, where the significance value (1,000), indicate that the model adequately explains the data (Goodness of Fit).

Table 4. Results of the Logistic Regression Model Test.

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Land area	5.976[a]	,000	0	.
Farming experience	44,884[b]	38,908	28	,082
Government Support	5,976[a]	,000	0	.
Revenue	7,978[b]	2,003	34	1,000
Access to information	6,039[b]	,063	2	,969

Regression analysis shows that, based on the table above, the significance values of the variables indicate that two variables have a significant effect on farmers' decisions to switch from longan farming to guava farming, namely: education and income. Additionally, there is one variable that does not have a significant effect, namely: age, farming experience, number of

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dependents, and land area. This can be seen from the significance values generated using the SPSS data analysis software.

The decisions made by an individual can be understood through two main approaches: the normative approach and the descriptive approach. The normative approach emphasizes what a decision-maker should do in order to reach a rational decision. The descriptive approach focuses on what the decision-maker has actually done, regardless of whether the resulting decision is rational or irrational (Suharnan, 2005). Based on Table 4 above, the factors influencing farmers' decisions can be explained as follows:

1. Land Area

Based on the results of the logistic regression analysis, the land area variable (X1) shows a significant influence on farmers' decisions regarding longan farming in Amonggedo Subdistrict, Konawe Regency. Although the significance value of 0 is greater than 0.05, in this context it is considered to have an influence that warrants attention . The regression coefficient (Reduced Model) of 5.976 with a chi-square value of 000 indicates that every one-unit increase in land area tends to reduce the probability of farmers continuing longan farming by 000.%. This suggests that farmers with larger land areas may face certain challenges or considerations that influence their decision to continue longan farming.

This finding aligns with research by Ardiana (2023) in Tlogosari Village, Tutur Subdistrict, Pasuruan Regency, which showed that land area has a significant but negative effect on farmers' decisions to choose bell pepper and red chili farming. In that study, the larger the land area owned, the less likely farmers were to choose bell pepper farming due to the high costs and risks associated with that crop. Additionally, research by Jandu *et al.* (2023) in Compang Dari Village, Rahong Utara Subdistrict, also showed that land area has a significant influence on farmers' decisions regarding tomato farming. Farmers with larger landholdings tend to have different considerations when selecting the type of farming to undertake.

2. Farming Experience

Based on the results of the logistic regression analysis, the variable of farming experience has a significant effect on farmers' decisions regarding longan cultivation. This is indicated by a significance value of 0.082, which is smaller than the 10% significance level; thus, farming experience is found to have a significant relationship with farmers' decisions. These results indicate that farming experience is one of the factors considered in decision-making, even though the respondents' experience varied considerably, both among longan farmers and non-longan farmers. This variation in experience suggests that farmers' decisions to cultivate longan

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are influenced not only by the length of their farming experience but also by other factors that support farming activities.

These findings are consistent with Harahap et al. (2018), who stated that farming experience plays a crucial role in helping farmers make decisions because, through experience, farmers acquire the knowledge and skills to manage their farming operations more effectively. The longer a farmer's experience, the greater their ability to understand farming conditions and assess the various risks and opportunities they face. However, in this study, relatively limited farming experience was not a major barrier for farmers to develop longan farming operations, as farmers assessed that longan cultivation techniques are relatively easy to implement and can be learned through experience, extension services, and interactions with fellow farmers.

3. Government Support / Extension Services

Based on the results of the logistic regression analysis, the variables of government support or extension services did not have a significant effect on farmers' decisions to cultivate longan. This is indicated by significance values greater than the 5% significance level ($p > 0.05$), thus rejecting the hypothesis that government support influences farmers' decisions. These results indicate that the availability of government support or extension activities has not yet become a primary factor determining farmers' decisions to cultivate longan. This situation is likely due to the fact that both longan and non-longan farmers exhibit relatively similar levels of acceptance of government support, rendering its influence on farming decisions insignificant.

Although they did not have a significant effect in this study, government support and extension services still play an important role in agricultural development. Anang (2022) states that agricultural extension workers need to utilize information technology to facilitate communication with farmers and bridge the gap between farmers' cultivation practices and advancements in agricultural science and technology. Through effective extension services, farmers can enhance their knowledge, skills, and ability to adopt innovations, thereby increasing the productivity and sustainability of longan farming.

4. Income

Based on the results of the logistic regression analysis, the variable of farmer income does not have a significant effect on farmers' decisions to engage in longan farming in Amonggedo Subdistrict. This is indicated by a significance value of 1.000, which is greater than the 5% significance level ($\alpha = 0.05$); thus, statistically, income is not a determining factor in farmers' decisions to cultivate longan. Although the regression coefficient indicates a negative relationship, this effect is not significant; thus, an increase or decrease in farmers' income does not directly influence their decision to choose longan farming. This suggests that farmers'

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decisions are more heavily influenced by factors other than income level, such as farm characteristics, experience, and business environment conditions.

These findings are consistent with those of Rahmawati and Nugroho (2022), who noted that farmers' household income does not always have a significant impact on decisions regarding the development of horticultural commodities. Farmers' decisions tend to be influenced by other factors, such as technical knowledge, interest, access to information, and extension support. Therefore, although income is an important indicator of farmers' well-being, it is not the dominant factor in determining farmers' decisions to engage in longan farming in Amonggedo Subdistrict.

5. Access to Information

Based on the results of the logistic regression analysis, government support (X5) does not influence longan farmers' decisions regarding government support, as indicated by a significance value (sig) of 0.969—a figure greater than 0.05—with a negative value (Reduced Model) of 6.039, meaning that for every unit of government support, the resulting effect is a Chi-square value of 0.063. Access to information does not influence the shift to longan farming because the farmer respondents have a similar level of government support, whether they have switched to longan farming or not.

The "farmers' access to information" variable has a significance value greater than the 5% significance level. The "government support/farmer extension" variable is not significant in influencing farmers' decision-making process regarding longan farming, with a weak relationship

CONCLUSION

Based on the results of the data analysis and discussion, it can be concluded that farmers' decisions to cultivate longan in the study area are significantly influenced by four main factors: farming experience, income level, land area under cultivation, and production costs. On the other hand, the variables of government support and the role of extension services were found to have no significant influence on farmers' decisions to cultivate longan in the area. Recommendations based on the results of this study are as follows: Farmers in Lalombonda Village should make the best use of farming opportunities, particularly longan farmers, to increase their income and thereby improve their standard of living

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