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Factors that Influence Farmers' Decisions to Join the "Melon Republic" Farmers' Association in Wates District, Blitar Regency

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ABSTRACT

Wates District, Blitar Regency, has the highest melon production, but only 14 out of 149 farmers have joined the "Republik Melon" Farmers Association. This study aims to analyze the factors influencing farmers' decisions to join the "Republik Melon" Farmers Association. The study used a quantitative approach with 48 respondents, consisting of 14 members and 34 non-members, using a *disproportionate stratified sampling technique. Random sampling* . Data were analyzed using binary logistic regression. Results showed that business turnover (p=0.037) and access to information (p=0.024) had significant effects, while market access and credit access were insignificant.

INTRODUCTION

Agriculture is a sector that plays a vital role in the Indonesian economy. Its strategic role is reflected in the Gross Domestic Product (GDP) performance. According to data from the Central Statistics Agency (BPS), the agriculture, forestry, and fisheries sector grew by 5.37% in the third quarter of 2025. This growth is inseparable from the contribution of various subsectors within it, including the horticulture subsector. Melon is a horticultural commodity with considerable economic value and potential for cultivation as a source of income for farmers (Fitriyaningsih et al., 2025). Melon has a relatively high selling price in both local and international markets (Adelia and Oktoriana, 2025).

According to the Indonesian Central Bureau of Statistics, national melon productivity will reach 1,133,367.58 quintals in 2025, with East Java Province ranking first as a national melon producer with a total production of 599,092.80 quintals, contributing approximately 48.14% of the total national melon productivity. This phenomenon indicates that melons have significant potential to be developed as a source of income for farmers, particularly in areas with high melon production.

Wates District, Blitar Regency, has the highest melon production value, with 14,457.00 quintals, compared to the other 21 districts in Blitar Regency. This high production indicates that market demand for melons from Wates District continues to rise. Domestic melon demand tends to increase annually, in line with population growth (Firmansyah et al., 2023).

This situation is supported by the presence of 149 farmers actively cultivating melons in Wates District, Blitar Regency. One program initiated by the Wates District Agricultural Development Agency (BPP) under the guidance of the Blitar Regency Agriculture Office to empower melon farmers is the establishment of the "Republik Melon" Farmers Association in 2021. Farmers who join the "Republik Melon" Farmers Association gain access to information, cultivation assistance, and facilities to support melon farming. Furthermore, the association assists farmers in marketing their crops and conveys their aspirations, thereby supporting improvements in the quality and sustainability of melon farming. At the farmer level, it has been shown that cultivation success is determined not only by technical factors but also by the existence of institutions capable of strengthening farmer capacity (Sihombing, 2023). Agricultural institutions, whether in the form of farmer groups, cooperatives, commodity associations, or extension institutions, are important pillars in the process of strengthening farmer capacity (Herawati, 2025).

Many farmers who choose to cultivate melons in Wates District still face challenges in the field. One major obstacle is limited water availability, as the area is located in the highlands, thus limiting access to water for agriculture. Water availability is a crucial factor in agricultural activities because it directly impacts plant growth and yields (Handayani and Irawati, 2022). This is because plants require sufficient and timely water to support physiological processes and optimal development. In dryland areas, water limitations are a major obstacle that can hinder optimal farming operations throughout the year and reduce cropping intensity (Hidayat et al., 2023). Water shortages, especially during the dry season, can lead to unmet crop water needs, resulting in low agricultural production.

However, the Melon Republic Farmers Association program is not directly proportional to the level of participation by farmers in Wates District. Of the approximately 149 farmers who cultivate melons, only 14 farmers joined the Melon Republic program. The low level of farmer participation in the Melon Republic Farmers Association indicates that the existence and benefits offered by the association have not fully attracted farmers to join. Some farmers still prefer to run their farms independently and do not see the need to join the association. This can impact the limited reach of the empowerment program, so that the innovations initiated cannot be felt evenly. When participation levels are low, empowerment programs tend to be ineffective and their benefits are not distributed evenly (Tamu et al., 2025).

Farmers will naturally weigh the benefits and risks before making a choice, both from an economic, social, and institutional perspective (Dwi et al., 2017). The decision to join is not only based on the organization's existence, but also on the perception of the institution's ability to provide added value to their farming operations (Kurniawan et al., 2026). If the institution is perceived as being able to facilitate farming, farmers are more likely to join. Conversely, if the perceived benefits are less significant or no different from those of an independent business, farmers' interest in becoming members tends to be low.

This condition indicates a research gap that there are still certain considerations that cause farmers to choose whether or not to join an association. Therefore, this study was conducted to

analyze the factors that influence farmers' decisions to join the "Republik Melon" Farmers Association in Wates District, Blitar Regency. This condition indicates that there are still certain considerations that cause farmers to choose whether or not to join an association. Therefore, this study was conducted to analyze the factors that influence farmers' decisions to join the "Republik Melon" Farmers Association in Wates District, Blitar Regency.

RESEARCH METHODS

This study uses a quantitative approach. The study was conducted in Wates District, Blitar Regency. The sampling technique in this study was *disproportionate Stratified Random Sampling* , which was carried out by dividing the population into several strata according to predetermined characteristics, then determining random samples in each stratum (Sugiyono, 2020). The research sample consisted of 48 farmers, including 14 farmers who were members of the "Republik Melon" Farmers Association and 34 farmers who were not members of the "Republik Melon" Farmers Association. The research data were obtained from primary data and secondary data. Primary data collection was carried out through observation, interviews, and direct distribution of questionnaires to respondents. Meanwhile, secondary data were obtained from various supporting sources, such as books, research journals, and statistical data relevant to the study. Data analysis used binary logistic regression analysis. According to Sumaryanto and Rustandi (2017), the considerations for farmers involved in organizing include (X1) market access, (X2) credit access, (X3) business turnover, and (X4) access to information. The equation form of Binary Logistic Regression according to Ghozali (2011) uses the formula:

$$Y = ln\left(\frac{p}{1-p}\right) = + \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \mu$$

Information:
Y = 1, if the farmer joins the Melon Republic
Y = 0, if the farmer does not join the Melon Republic
P = probability of event occurrence (farmers joining Melon Republic)
$\frac{p}{1-p}$= *odds ratio* , which is the ratio of the chance of an event occurring to the chance of it not occurring
occurrence of an incident
β_0= Regression Coefficient
$\beta_1 - \beta_4$ = coefficient of independent variable
X_1 = Market Access
X_2 =Credit Access
X_3 =Business Turnover
X_4 =Access to Information
μ = Error Value

The stages of data analysis in this study include *the Hosmer and Lemeshow test, Likelihood test, Nagelkerke R Square, Omnibus test, and Wald test* .

a. *Hosmer and Lemeshow test*
   This test is used to determine the feasibility of the regression model (Ghozali, 2011), the test criteria are as follows.
   - Sig. > 0.05 means H ₀ is accepted, the model fits the data .
   - Sig. < 0.05 means H ₀ is rejected, the model does not fit the data .

b. Likeliho od *Test* (-2 Log Likelihood)
   This test is used to compare the suitability of the model before and after the independent variables are entered, the test criteria are as follows.
   - **-** 2LL Block 1 < -2LL Block 0 means that there is an increase in model suitability or the model is getting better .

c. *Nagelkerke R Square* Value
   This test is used to determine the ability of the independent variable to explain the dependent variable, the test criteria are as follows.
   - A value approaching 1 means that the model's ability to explain the dependent variable is getting better .
   - Values close to 0 This means that the model's ability to explain the dependent variable is getting lower .

d. *Omnibus* Test
   This test is used to test the influence of all independent variables simultaneously on the dependent variable, the test criteria are as follows.
   - Sig. < 0.05 means H₀ is rejected, the independent variables have a significant effect simultaneously .
   - Sig. ≥ 0.05 means H₀ is accepted, the independent variables do not have a significant effect simultaneously .

e. Wald test
   This test is used to test the influence of each independent variable partially on the dependent variable, the test criteria are as follows.
   - Sig. < 0.05 means H₀ is rejected, the independent variable has a significant partial effect .
   - Sig. > 0.05 means H₀ is accepted, the independent variable does not have a significant partial effect .

the odds ratio value (Exp(β)), where the value of Exp(β) > 1 indicates an increase in the opportunity and Exp(β) < 1 indicates a decrease in the opportunity for farmers to decide to join.

RESULTS AND DISCUSSION

1. *Hosmer and Lemshow Test*

The Hosmer-Lemeshow test is *a goodness-of-fit statistical test* used to assess the suitability of a logistic regression model. The results of the *Hosmer and Lemshow tests* are as follows.

Table 1. Results of *the Hosmer and Lemshow Test*

Hosmer and Lemeshow Test			
Step	***Chi-square***	***df***	***Sig.***
1	1,358	8	.995

Source : Primary Data (processed), 2026

Based on Table 4.1 results *Hosmer and Lemeshow test* obtained mark *Chi-square* is 1.358 with degrees freedom (df) of 8 and the value significance of 0.995. The significance value the more big from level significance of 0.05 so that hypothesis zero (H $_o$) is accepted . This result show that No there is significant difference between the value predicted by the model with observed values in actual data , so that the regression model logistics binary used own level goodness of *fit* and suitability used For analysis more continue . This is in accordance according to Ghozali (2021) that the regression model logistics it is said own goodness *of* fit if mark significance in the *Hosmer and Lemeshow test* more big of 0.05, which indicates that No there is significant difference between results model prediction with observation data .

Acceptance of H $_o$ in the *Hosmer and Lemeshow test* indicates that the model is built has capable describe connection between variables independent and variable dependent in accordance with conditions found in the research data . Variables independent used in study This covering Market Access (X1), Access Credit (X2), Business Turnover (X3), and Access Information (X4), whereas variables its dependents is decision farmer For join with Association " Melon Republic " Farmers in Wates District, West Java Blitar . This is means this show that variables free consisting of from market access (X1), access credit (X2), turnover business (X3), and access information (X4) in overall capable explain variables No free , namely decision farmer For join with Association Farmers of the " Republic of Melon". Therefore that , the model that is formed can used For explain connection between variables the .

2. *Pseudo R Square (Nagelke R)*

The pseudo R Square is an evaluation metric used in non-linear regression models (such as logistic regression) to measure how well the model predicts data, as an analogy to the value (coefficient of determination) in linear regression. The following are the results of the *Pseudo R Square test.*

Table 2. *Pseudo R Square* Test Results

Model Summary			
Step	***-2 Log likelihood***	***Cox & Snell R Square***	***Nagelkerke R Square***
1	15,890 [a]	.584	.833

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than .001.

Source : Primary Data (processed), 2026

Based on Table 4.2, the results of the *Pseudo R Square test* obtained *a Cox & Snell R Square value* of 0.584 and a *Nagelkerke R Square value* of 0.833. The *Nagelkerke R Square*

value is used as a basis for interpreting the ability of the binary logistic regression model to explain variations in the dependent variable. A value of 0.833 indicates that the model has a strong ability to explain the factors that influence farmers' decisions to join the "Republik Melon" Farmers Association in Wates District, Blitar Regency.

The Nagelkerke R Square value of 0.833 indicates that 83.3% of the variation in farmers' decisions to join or not join the "Republik Melon" Farmers Association can be explained by the independent variables used in the study, namely Market Access (X1), Credit Access (X2), Business Turnover (X3), and Information Access (X4). Meanwhile, the remaining 16.7% is explained by other factors outside the model that are not included in this study. According to research by Jati *et al.* (2022) , farmers' decisions to join institutions can be influenced by education, land area, age, and family responsibilities.

Nagelkerke R Square value indicates that the model is able to explain most of the variation in farmer membership decisions. This indicates that the variables included in the model collectively provide sufficient information to describe the differences in farmers' decisions to join and not join the association. The remaining 16.7% of unexplained variation indicates that there are other factors outside the model that are potentially related to farmer membership decisions.

A Nagelkerke R Square value approaching one indicates that the constructed binary logistic regression model has good explanatory power for the dependent variable. According to Ghozali (2021), *the Nagelkerke R Square value Square* is used to determine how much the independent variable is able to explain the variation of the dependent variable in the logistic regression model, where the greater the value produced, the better the model's ability to explain the phenomenon being studied. This shows that the model has met the *goodness of fit criteria* , so that the binary logistic regression model used is considered feasible and can be used to analyze the influence of Market Access (X1), Credit Access (X2), Business Turnover (X3), and Information Access (X4) on farmers' decisions to join the Melon Republic Farmers Association in Wates District, Blitar Regency.

3 . *Omnibus Test of Model Coefficients*

The *Omnibus Test of Model Coefficients* aims to determine whether the independent variables entered into the research model simultaneously influence the dependent variable . The following table shows the results of the *Omnibus Test of Model Coefficients.*

Table 3. Results of the *Omnibus Test of Model Coefficients*

Omnibus Tests of Model Coefficients				
		Chi-square	***df***	***Sig.***
Step 1	*Step*	42,059	4	.000
	Block	42,059	4	.000
	Model	42,059	4	.000

Source : Primary Data (processed), 2026

Based on Table 4.3, the results of *the Omnibus Test of Model Coefficients* obtained a *Chi-square value* of 42.059 with a degree of freedom (df) of 4 and a significance value of 0.000. This significance value is less than 0.05, so H_0 is rejected and H_1 is accepted. These results indicate that the binary logistic regression model used is statistically significant and better than the model that only contains constants without independent variables.

Based on the results of the Omnibus Test, the null hypothesis (H_0) which states that the variables Market Access (X1), Credit Access (X2), Business Turnover (X3), and Information Access (X4) together do not influence farmers' decisions to join the Melon Republic Farmers Association is rejected, while the alternative hypothesis (H_1) is accepted. These results indicate that the independent variables used in the study simultaneously influence farmers' decisions in determining their participation in the association. This is in accordance with Rahmawati (2021) who stated that *the Omnibus* t-test significance value which is smaller than 0.05 indicates that the independent variables entered into the model are simultaneously able to explain the dependent variable so that the binary logistic regression model is suitable for further analysis.

A significance value of 0.000 indicates that the constructed model has good ability to explain the relationship between the independent and dependent variables. This result also supports the results of previous tests, namely *the Hosmer and Lemeshow Test* , which showed that the model has met the criteria for *goodness of fit. As well as the Nagelkerke R Square* value of 0.833, indicating that the model has strong explanatory power.

4. Wald Test

Wald test is a statistical test that is used partially (individually) to determine whether each independent variable has a significant effect on the dependent variable in a model. The following is a table of the Wald test results.

Table 4. *Wald* Test Results

Variables in the Equation							
		B	SE	Wald	df	Mr.	Exp(B)
Step 1 [a]	Market Access (X1)	-4,531	2,644	2,935	1	.087	.011
	Access Credit (X2)	-2,508	1,779	1,987	1	.159	.081
	Business Turnover (X3)	3,846	1,849	4,328	1	.037	46,823
	Access to Information (X4)	4,022	1,787	5,063	1	.024	55,790
	Constant	-17,993	6,210	8,395	1	.004	.000

a. Variable(s) entered on step 1: Market Access (X1), Market Access Credit (X2), Business Turnover (X3), Access Information (X4)

Source : Primary Data (processed), 2026

Based on The results of the Wald test in Table 4.4 show that the influence of independent variables on farmers' decisions to join the "Republik Melon" Farmers Association in Wates District, Blitar Regency is not the same. The results of the analysis show that the variables Business Turnover (X3) and Access to Information (X4) have a significant influence on farmers' decisions to join the "Republik Melon" Farmers Association because they have significance values of 0.037 and 0.024, respectively, which are smaller than 0.05. Thus, H_0 is rejected and H_1 is rejected . accepted on both variables the .

The Market Access variable (X1) has a significance value of 0.087 and Credit Access (X2) has a significance value of 0.159. Both values are greater than 0.05, so they do not significantly influence farmers' decisions to join associations. Thus, H_0 is accepted and H_1 is rejected for both variables.

The Market Access variable (X1) has a coefficient value of -4.531 with a significance value of 0.087 >0.05, so it does not have a significant effect on farmers' decisions to join the "Republik Melon" Farmers Association. These results indicate that market access is not the main factor considered by farmers in deciding to join the association. Based on field conditions, both farmers who join and those who do not join the "Republik Melon" Farmers Association generally have marketing channels to sell their crops. In addition to through the association, farmers can also sell melons to collectors or consumers directly. In addition, sometimes relationships between farmers and collectors have been formed through routine marketing activities, so that farmers still have access to distribute their crops even though they do not join the association. This is in accordance with research by Zain *et al* ., (2025) which states that marketing p usually done directly by farmers or through intermediary who has connection kinship and trust guard mark honesty .

This situation causes the difference in market access between farmers to be small, so it is not a determining factor in the decision to join the "Republik Melon" Farmers Association. Although the association provides a marketing network for its members, the existence of alternative marketing channels means that the benefits of market access received by member and non-member farmers do not show a strong enough difference to be a differentiator in the decision to join. This condition causes market access not to be a determining factor in farmers' decisions to join the "Republik Melon" Farmers Association. This is in line with Harahap *et al.* (2018) who stated that farmers choose marketing channels based on alternatives that provide benefits and ease of access, so they do not depend on a single marketing channel. Thus , the negative coefficient value indicates that the better the market access that farmers have independently, the lower the tendency to join the association because farmers feel that their marketing needs are met without having to join a farmer's institution.

The Credit Access variable (X2) has a coefficient value of -2.508 with a significance value of 0.159 >0.05, so it does not have a significant effect on farmers' decisions to join the "Republik Melon" Farmers Association. These results indicate that the ease of obtaining credit has not been a major factor encouraging farmers to join the association. Based on field conditions, most farmers, both members and non-members of the "Republik Melon" Farmers

Association, still use personal capital in running their melon farming businesses. This capital is used to meet the main needs of the farm, such as purchasing seeds, fertilizers, pesticides, and labor costs. The use of personal capital makes farmers less dependent on financing sources from credit institutions or financing facilities related to the "Republik Melon" Farmers Association. This condition is also seen among non-member farmers. Even though they are not members of the association, farmers can still run their farms using their own capital. Meanwhile, farmers who join the association do not always use access to credit as a reason to maintain their membership.

Using personal capital gives farmers the flexibility to determine the amount of capital to be used according to their capabilities and farming needs. Farmers also tend to consider their ability to repay the loan when using credit (Amna *et al.,* 2023). As long as capital needs can still be met with their own funds, using credit is not a primary need. This situation means that access to credit is not a strong differentiator between farmers who join and those who do not. This aligns with research by Deviyanti and Wulandari (2022), which states that the majority of farmers still rely on their own capital as a source of financing for their farming businesses, resulting in relatively low utilization of credit from formal financial institutions. The negative coefficient indicates that farmers who already have independent access to financing tend to require less institutional support to obtain business capital, and therefore, the decision to join is more influenced by other factors.

The Business Turnover variable (X3) has a coefficient value of 3.846 with a significance value of 0.037 <0.05, thus having a significant influence on farmers' decision to join the "Republik Melon" Farmers Association. The Exp(B) value of 46.823 indicates that increasing business turnover will increase farmers' chances of joining the association. Based on field conditions, farmers who join the association tend to have a relatively larger farming scale than farmers who do not join. A larger farming scale allows farmers to produce melons in larger quantities, so the sales value obtained also tends to be higher. This condition indicates that member farmers have relatively larger business activities and require broader support in running and developing their farming businesses.

The size of business turnover is also related to the ability of farmers to develop their farming activities. Farmers with higher turnover have greater business turnover, so the need for information, cooperation, marketing, and support in business development becomes increasingly important. This is consistent with research by Safitri *et al* . (2020), which shows that business turnover significantly influences farmers' membership decisions. Associations can provide a forum for farmers to obtain various benefits that support the sustainability of their businesses, so farmers with larger businesses have a stronger incentive to join associations. This is consistent with research by Jati *et al* . (2022), which found that the higher a farmer's business turnover, the greater their tendency to join a farmer group.

Variables access information (X4) has mark coefficient amounting to 4,022 with mark significance 0.024 <0.05, so influential significant to decision farmer For join with Association Farmers of " Melon Republic ". *The Exp(* B) value of 55.790 indicates that farmers who have

access more information Good own opportunity more big For join with Association Farmers of the " Republic of Melon". Based on condition field , member association get various information important related with mentoring technology cultivation , control pests and diseases , as well as market development through meeting routine and communication between members . Availability information the be one of benefits that can be obtained obtained farmer through involvement in associations , especially Because information obtained can help farmer in determine related actions with activity his farming business . Farmers need support institutional in get various related information and access with development farming (Kurniasih et al. 2025).

Farmers who do not join with association still can get information from source others , such as other farmers as well source information available in the environment around . However **,** access to information the No always obtained in a way routine and deep the same shape like farmers who are members in association **.** Farmer member own more opportunities big For get information through communication and activities institutionalization carried out in a way together . Differences the cause access information can be one of distinguishing characteristics farmers who join with farmers who do not join .

Information the very needed in melon cultivation because success business farmer very influenced by accuracy taking decision based on available information . Farmers who have access information more Good own opportunity For get more knowledge and consideration wide in face problem farming conditions the can increase need farmer to capable institutions provide and facilitate access information in a way sustainable . This is in accordance with opinion Safitri *et al* . (2020) that the more easy farmer For access information so the more tall interest farmer For in groups farmer .

the Wald test , it can be seen that farmers' decisions to join the "Republik Melon" Farmers Association in Wates District, Blitar Regency are partially influenced by Business Turnover and Access to Information. Meanwhile, Market Access and Credit access have not been proven to have a significant influence on farmers' decisions to join the association. These results indicate that economic factors reflected in Business Turnover and ease of obtaining information are the main considerations for farmers in determining their participation in the association.

Based on the results of the binary logistic regression analysis, the following model equation was obtained:

$$Y = ln\left(\frac{p}{1-p}\right) = + \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \mu$$

$$Y = ln\left(\frac{p}{1-p}\right) = 17,993 - 4,531X1 - 2,508X2 + 3,846X3 + 4,022X4 + \mu$$

Equality the show influence variables Market Access (X_1), Access Credit (X_2), Business Turnover (X_3), and Access Information (X_4) on decision farmer For join with Association " Melon Republic " Farmers in Wates District, West Java Blitar . Constant value of -17,993 shows log odds value when all over variables independent is worth zero.

5. Oods Ratio

Based on the results of the Wald test are known that influential variables significant to decision farmer For join with Association Farmer Melon Republic in Wates District, West Java Regency Blitar is turnover effort (X_3) and access information (X_4). The equation created is as following .

$$Y = ln\left(\frac{p}{1-p}\right) = -17,993 + 3,846X3 + 4,022X4$$

The business turnover variable has an Exp(B) value of 46.823. This value indicates that each increase in one business turnover category will increase the chances of farmers joining the association by 46.823 times compared to farmers with a lower business turnover category, assuming other variables are held constant. These results indicate that business turnover is a factor that plays an important role in encouraging farmers to join the "Republik Melon" Farmers Association.

The information access variable has an Exp(B) value of 55.790. This value indicates that every increase in one category of information access will increase the chances of farmers joining the “Republik Melon” Farmers Association by 55.790 times compared to farmers with lower levels of information access, assuming other variables remain constant. This indicates that information regarding prices, production technology, and market information are very important factors in influencing farmers' decisions to join the “Republik Melon” Farmers Association.

Based on the *odds ratio value* , the Information Access variable (X4) has a greater influence than business turnover because it has the highest Exp(B) value, which is 55.790. This shows that information access is the most dominant factor in influencing farmers' decisions to join the Melon Republic Farmers Association in Wates District, Blitar Regency, followed by the business turnover variable with an Exp(B) value of 46.823.

CONCLUSION AND SUGGESTIONS

The conclusion obtained in this study is that greater business turnover can increase farmers' decisions to join the "Republik Melon" Farmers Association. Good access to information can increase farmers' decisions to join the "Republik Melon" Farmers Association. Meanwhile, market access and access to credit do not influence farmers' decisions to join. Improving access to information and developing marketing networks are important aspects that need to be considered in strengthening the "Republik Melon" Farmers Association institution.

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