THE MOTIVATION OF COFFEE TRADERS IN AGRIBUSINESS DEVELOPMENT INVOLVEMENT: A CASE STUDY IN ACEH PROVINCE, INDONESIA

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ABSTRACT

The motivation of coffee traders who are actively interested in developing agribusiness's coffee traders in Aceh province since most of them is indigenous coffee-producing regions. This research was conducted in Aceh Province, covering Central Aceh, Bener Meriah, Bieuren, Aceh Besar, Banda Aceh, and Lhokseumawe. The objectives of this research are: (1) to analyze the motivation of coffee traders in agribusiness development in Aceh province, and (2) to investigate factors that influence the coffee trader's motivation in agribusiness development in Aceh province. The method used in this research is descriptive-analytical. The sample's determination was by using a simple random sampling technique, with the total number of respondents was about 60 coffee traders in Aceh province. The analysis used in this study is the test of proportion and multiple linear regression analysis. The result shows that the increase of coffee traders in the form of a coffee shop in Aceh province is an effort to develop agribusiness. The motivations of the coffee traders are influenced by the attitude and the role of information media. In comparison, factors that do not affect coffee traders' motivation in agribusiness development include age, education, attitudes, income, prospects of farming, market presence, and the availability of facilities and the infrastructure.

Keywords: agribusiness, citizen, coffee trader, motivation, Aceh province

INTRODUCTION

The agricultural sector in Indonesia plays an essential role in developing and recovering the nation's economy. The agricultural sector's role is to produce necessities, clothing, and shelter, provide employment for most of the population, and contribute to high national income. The agricultural sector can also be the basis for developing rural economic activities by developing agriculture-based businesses, namely agribusiness.

Coffee is one of the plantation commodities with a high economic value among other plantation crops and plays an essential role as a foreign exchange source. Coffee plays a vital role as a source of foreign exchange and income for no less than one and a half million coffee farmers in Indonesia (Rahardjo, 2012). Businesses cannot be separated from producing, buying, selling, or exchanging goods and services that involve people or companies. Activities in the business world generally aim to generate profit for survival and raise sufficient funds for carrying out the activities of the businessman or businessman himself. In a narrower context, ordinary people often associate business with business. A company or organization produces and sells goods and services, while business actors are associated with traders, entrepreneurs, and entrepreneurs. The agribusiness

approach is one step in poverty alleviation for agriculture-based regions. Agribusiness is an activity related to the handling of agricultural commodities in a broad sense, including one or all of the production chain, processing inputs and outputs of production (agro-industry), marketing agricultural inputs, and supporting institutions for the activities referred to about supporting business activities (W David Downey and Steven P. Erickson, 1992). Following the spirit of regional autonomy and global challenges, on the other hand, to maintain the socio-economic stability of Aceh Province in the long term, a strategy is needed to create development for balanced growth between sectors between regions following their respective potentials, constraints, and opportunities. Strategic sectors that can contribute to driving a sustainable economy need to be managed seriously and adequately.

Aceh is one of the highest coffee producing provinces in Indonesia. Coffee plantations that have been developed since 1908 thrive in the districts of Central Aceh, Bener Meriah, and Gayo Lues. These three areas are located at an altitude of 1200 m above sea level. The majority of the Gayo people work as coffee farmers with the dominance of the Arabica Gayo variety. Arabica coffee produced from Gayo land is the largest in Asia. As a knowledge, technology, and skills advance, the

Acehnese people not only concentrate on the agribusiness sector related to exports in the form of beans but, the increasing public interest in the coffee business in the form of powder, beans, and making coffee shops or what is often known as a coffee shop. It has a good impact on farmers' welfare and sustainability and increases coffee consumption in Aceh Province. Therefore, this research wants to know the motivation level of coffee traders in Aceh Province and its agribusiness development factors.

Motivation

Motivation is the factors that can direct and encourage a person's behavior or desires to carry out an activity expressed in the form of either hard or weak efforts. Motivation can also be interpreted as encouraging someone to do something or behave in a certain way (Hariandja, 2002). Motivation is a factor that causes an individual's willingness to try, so it can be said that motivation plays a vital role in shaping a person's behavior (Ivancevich et al., 2007).

Someone is motivated when the system in that person is activated and excited so that there will be changes in behavior that lead to the desired goals. The behavior change is by carrying out activities that fulfill needs. The stronger the impetus for the system is given, the greater the changes (Engel, 1994 cit Kartikaningsih, 2009). Soekamto (1993) in Kartikaningsih (2009) states that motivation, which is a potential strength of a person, can be developed both by that person and through several external factors so that it can be said that there are two types of motivation, namely intrinsic and extrinsic. Intrinsic motivation is an impulse that comes from within oneself, which triggers always to want to achieve more, while extrinsic motivation is several factors outside the individual who are manipulated to boost a person.

Maslow's theory is called a hierarchy of needs because, through this theory, Maslow assumes that a person will try to meet their needs from a fundamental level first before reaching a higher level. After a need is met, that need will stop providing motivation, but new needs will emerge after that because every human being desires to grow and move to a higher level (Ivancevich et al., 2007).

Apart from the two theories above, another well-known motivation theory is Frederick Herzberg's Two Factor Theory. The two-factor theory is also often referred to as motivation-hygiene theory or extrinsic-intrinsic factors. Herzberg's research provides two conclusions, among others (Ivancevich et al., 2007): There are a series of extrinsic conditions that lead to dissatisfaction if these conditions are not met. However, the existence of these factors is not always able to increase motivation. This condition is called the hygiene factor, which needs to be met to make no dissatisfaction. Some include hygiene factors such as salary, environmental conditions, status, or interpersonal relationships within the organization.

There are a series of intrinsic conditions whose existence can form a strong motivation to encourage improved performance well. The absence of these factors will significantly reduce performance and motivation.

Agribusiness comes from two syllables, namely the word 'agri' and the word 'business.' Agri is an activity related to the scope of agriculture, while business is an activity related to business activities to earn money or increase income. Thus agribusiness is an activity related to agriculture and which produces profits (Soekartawi, 1993)

According to Haryanto et al. (2009), further explanation regarding the above definition includes three critical sectors that are economically interdependent, namely the sector (input), production (on-farm), and the output sector (output). Agribusiness is also seen as a dimension. According to Saragih in Nurhadi (2005), agribusiness contains two critical dimensions. First, agribusiness contains a functional definition, namely, as a series of activity functions to meet human needs.

Soekartawi (1999) states that the agribusiness system has three subsystems: production, pre-production, and post-production subsystems. Substantially, this definition is not far from Saragih (2000) thought, which explains that the agribusiness system consists of three main subsystems: first, the upstream agribusiness subsystem, which is an activity provides production facilities for agriculture. Second, the farming subsystem, an economic activity that uses the upstream agribusiness subsystem's production to produce primary agricultural products. Third, this subsystem includes food crops, horticulture, fisheries, plantations, and forestry businesses.

Agribusiness systems and enterprises are a practical approach to agricultural development. This approach aims to empower and align on-farm and off-farm activities, including marketing and agro-industry. The success of achieving these goals has increased the role of the agricultural sector in the national economy.

Recently, the discussion about agribusiness's role has developed to attract many people, concentrating on agriculture and non-agriculture. This situation is understandable because Indonesia's economic conditions have begun to shift from previously dominated by the primary sector's role, particularly agricultural products, to the secondary sector (industry). There

is also the government's political will that directs Indonesia's national economy, which is balanced between the agricultural sector and the industrial sector so that the development of the agricultural and industrial sectors supports each other (Firdaus, 2008).

The agribusiness sector's development to achieve agribusiness success is responsible for all agriculture elements in production, marketing, and communication to meet the prerequisites for agribusiness success.

Conceptually, the agribusiness system is all activities ranging from procurement, distribution of production facilities to marketing agricultural products and agro-industry, which are related to one another. Some say the agribusiness system is a concept that places agricultural activities as a complete and comprehensive activity and a concept that can examine and answer various problems and challenges. Agribusiness functions consist of procurement and distribution of production suggestions, primary production activities (cultivation), processing (agro-industry), and marketing.

These functions are then arranged into a system, where the above functions become a subsystem of the agribusiness system—viewing agribusiness as a system consisting of several subsystems. The system will function properly if there is no disturbance in one of the subsystems. Development must develop all the subsystems because no one subsystem is more critical than other subsystems, upstream agro-industry, and downstream agro-industry. Upstream agro-industry includes industries that produce agricultural inputs, such as fertilizers, pesticides, agricultural tools, machines, and even more broadly includes seed-producing companies. Downstream agro-industry is the processing industry for primary agricultural products. It even more broadly includes industry secondary and tertiary, which further processed products of primary agricultural products, such as textiles from cotton or silkworms, shoes made of leather and animal skins, and flour cake industry. Macro and micro analysis approach. The macro analysis approach views agribusiness as a unit of the industrial system from a particular commodity, shaping the economic sector regionally or nationally.

METHOD

The primary method used in this research is descriptive. According to Hamdi and Bahruddin (2014), the descriptive method is a research method that aims to describe the phenomena that exist entirely both in the past and present, describing the situation and the development stage of a situation. The descriptive method completely describes relationships, differences, and the environment. The descriptive method is the search for facts about problems in society, certain situations, relationships, activities, attitudes, views, and processes taking place in society and the influence of phenomena with appropriate interpretations.

Sampling was carried out in six districts in the Aceh province. The six districts consist of Central Aceh, Bener Meriah, Banda Aceh, Aceh Besar, Lhouksemawe, and Bireun. These districts were selected by purposive technique from 23 districts; each district was selected as many as ten coffee shops. Respondents taken were 60 coffee traders who have businesses in the coffee shop sector. The research technique used in this study was a survey. Survey techniques are used to gather information, which is the opinion of several people on a particular topic or issue. The purpose of conducting the survey is to determine the survey targets (Hamdi and Bahruddin, 2014).

1. **Proportion Test**

Analysis of the data used to determine the level of motivation of coffee traders in agribusiness development in Aceh Province using the proportion test as follows:

a) The hypothesis used:

Ho : M ≤ 50%

Ha : M > 50%

In which:

Ho: It is assumed that less than or equal to 50% of coffee traders have high motivation in agribusiness development in Aceh Province.

Ha: It is estimated that more than 50% of coffee traders have high motivation in agribusiness development in Aceh Province.

b) The test statistics are calculated using the formula:

$$\text{Z-value} = \frac{\frac{x}{n} - P_O}{\sqrt{P_O \cdot \frac{1 - P_O}{n}}} \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots.(1)$$

In which:

x : the number of highly motivated coffee traders

n : the total number of coffee traders used as a sample

Po : 50%

c) Significance level of 0.05 (5%), n=60

d) Testing criteria

Z-value <Z-table: Ho is accepted, Ha is not accepted

Z-value >Z-table: Ho is not accepted, Ha is accepted

Second hypothesis testing

This test was conducted to determine the factors influencing coffee traders' motivation to develop agribusiness in Aceh Province. The test was then carried out using multiple linear analyses of the factors of age, education, attitudes, income, experience, farming prospects, the role of information media, market presence, and availability of facilities and infrastructure.

a) The multiple linear regression equation is as follows

$$Y = A + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 \dots\dots\dots\dots\dots(2)$$

In which:
Y : Motivation of coffee traders in Aceh Province
A : constant value
b1- b7   : regression coefficient
X1   : age
X2   : education
X3   : attitude
X4   : income
X5   : experience
X6   : farmers' business prospects
X7   : the role of the information media
X8   : market presence
X9   : availability of facilities and infrastructure

b) The hypothesis used
Ho = X1=X2=X3=X4=X5=X6=X7
Ha = X1≠X2≠X3≠X4≠X5≠X6≠X7

In which:
Ho: It is suspected that there is no influence between age, education, attitudes, income, experience, prospects for farming, the role of information media, the existence of the market, and the availability of facilities and infrastructure with the motivation of coffee traders in developing agribusiness in Aceh Province.

Ha: It is suspected that there is an influence between age, education, attitudes, income, experience, prospects for farming, the role of information media, the existence of the market, and the availability of facilities and infrastructure with the motivation of coffee traders in developing agribusiness in Aceh Province.

c) Testing criteria

Testing was carried out using SPSS 16.0 software; the following analysis can be carried out:

1) The coefficient of termination shows the percent of the dependent variable that can be explained for the independent variable. For more than two independent variables, the adjusted R square is used.

2) ANOVA test and F test are used to determine whether the independent variables jointly affect the dependent variable. It can be concluded that if the sig value <0.05, the independent variables jointly affect the dependent variable.

3) The t-test is conducted to determine whether there is an effect of each independent variable on the dependent variable, so the decision making is with a significance level of α = 0.05. If sig <α, Ho is not accepted; if sig> α, Ho is accepted.

RESULTS AND DISCUSSION

A.   The motivation of Coffee Traders

Motivation is something that can be an impetus for someone to do something. Motivation dramatically influences a person is acting and behaving. Strong motivation will encourage someone to achieve goals better. The motivation of coffee traders becomes the basis for coffee traders to be interested and active in the coffee business, aiming to develop agribusiness in Aceh Province. Motivation based on Alderfer's theory is grouped into three, namely 1) existence, the need to maintain one's existence in life, 2) relatedness, one's need to have relationships with other people, and 3) growth, a person's need to develop himself. The motivation of coffee traders in Aceh Province in developing agribusiness for the aspect of existence can be seen in Table 1.

Table 1. Distribution of Coffee Traders in Agribusiness Development in Aceh Province for Growth Aspects (n = 60)

Number	Motivation Category (Score)	Total (People)	Percentage (%)
1	Low (0-6)	1	1.67
2	Medium (7-12)	23	38.33
3	High (13-19)	36	60.00
	Total	60	100.00

Source: Primary Data Analyzed in 2017

Based on Table 1, it can be seen that the motivation level of coffee traders in Aceh Province

in agribusiness development is high, with a percentage of 60%. It shows that growth is one of the most influential motives to encourage coffee traders in Aceh Province to develop agribusiness.

Based on Table 2 regarding the motivation of coffee traders in agribusiness development in Aceh Province for the aspects of existence, relatedness, and growth, a summary can be made of the percentage of each component/indicator that makes up this motivation. The motivational constituent indicators referred to are existence, relatedness, and growth. A summary of the proportions of each component of motivation can be seen in Table 2.

Table 2. The proportion of Indicators Composing Motivation of Coffee Traders in Agribusiness Development (n = 60)

Number	Motivation Indicators	Percentage (%)
1	*Existence*	72.48
2	*Relatedness*	72.06
3	*Growth*	69.23
	Average	71.26

Source: Primary Data Analyzed in 2017

Based on Table 2, it can be seen that the level of motivation of coffee traders in Aceh province, in general, is 71.26%. With a 72.48% percentage, the Existence aspect is the highest motivational aspect, which strongly encourages coffee traders in Aceh Province in Agribusiness Development. Meanwhile, the relatedness and growth aspects respectively had a percentage of 72.06% and 69.23%. These results indicate that the main factors affecting coffee traders' motivation in Aceh Province in developing agribusiness are to have fulfilled their needs for food, clothing, shelter, send their children to a higher level, and have a meeting guarantee the needs of life in the future. With the guarantee received by coffee traders when running a coffee business, it will increase their motivation to develop the business and ensure that their income will increase from time to time.

The hypothesis to be tested is the motivation of coffee traders in agribusiness development in Aceh Province. Testing the level of motivation of coffee traders is done by testing the proportion. This proportion test hypothesis is that more than 50% of coffee traders in Aceh Province have high motivation in agribusiness development. The data analysis used to determine the motivation level of coffee traders in agribusiness development in Aceh Province is to use the proportion test as follows:

$$\text{Z-value} = \frac{\frac{x}{n} - P_O}{\sqrt{P_O \cdot \frac{1 - P_O}{n}}}$$

In which:
x : the number of highly motivated coffee farmers
n : the total number of samples
Po : population proportion (50%)

The hypothesis used:
Ho : M ≤0%
Ha : M >50%

In which:
Ho : It is assumed that less than or equal to 50% of coffee traders have high motivation in agribusiness development in Aceh Province.
Ha : It is estimated that more than 50% of coffee traders have high motivation in agribusiness development in Aceh Province.

Significance level = 0.05 (5%)
n =60
Po = 50%

Test statistics:

$$\text{Z-value} = \sqrt{\frac{\frac{x}{n} - P_O}{\sqrt{P_O \cdot \frac{1 - P_O}{n}}}}$$

$$= \frac{\frac{39}{60} - 0.5}{\sqrt{\frac{0.5(1 - 0.5)}{60}}}$$

$$= \frac{0.15}{0.06}$$

$$= 2.5$$

Z_{tabel} = 1.645

Test criteria
Z-value < Z-table : Ho accepted, Ha not accepted
Z-value > Z-table : Ho is not accepted, Ha is accepted

Conclusion
Z-value = 2.5
Z-table = 1.645

Based on the analysis results using the proportion test, the Z-value was 2.5, with a Z-table value of 1.645. It means that the value of Z-value> Z-table so that Ho is rejected and Ha is accepted. It can be concluded that more than 50% of coffee traders have high motivation in agribusiness development in Aceh Province.

B. Factors Affecting Motivation of Coffee Traders in Agribusiness Development

Someone's motivation to do something is different. Many factors can influence a person's motivation high or low. This study examines the motivation level and examines what factors can influence coffee traders' motivation in agribusiness development in Aceh Province. The factors that influence motivation can be divided into 2 (two) internal and external factors. Internal factors that affect coffee traders' motivation in agribusiness development in Aceh Province include age, education, income, and attitudes.

Meanwhile, external factors that influence coffee traders' motivation in Aceh Province in developing agribusiness in Aceh Province include the prospective farming role of the information media, markets, and infrastructure availability. Both internal and external factors that are suspected of influencing coffee traders' motivation in agribusiness development in Aceh Province were tested by multiple linear regression analysis using SPSS 16.0 for windows software. Multiple linear regression analysis is performed to determine how much the independent variables jointly affect the dependent variable and which independent variables significantly influence the dependent variable. The method used is multiple linear regression is the Backward method. The Backward method was chosen because it eliminates independent variables that do not significantly influence the dependent variable. The independent variables referred to in this study are internal factors (age, education, attitudes, and income) and external factors (prospects for farming, the role of information media, market presence, and the availability of infrastructure) symbolized by X. In contrast, the dependent variable is the motivation of the coffee traders in agribusiness development in Aceh Province. The results of multiple linear regression analysis can be seen in Table 3.

Table 3. Multiple Linear Analysis Regression Results Regarding Factors Affecting Motivation of Coffee Traders in Agribusiness Development in Aceh Province

Number	Variables	Regression Coefficient (B)	t-value	Sig.
1	Age (X1)	-0.058	-0.593	0.556
2	Education (X2)	0.508	1.543	0.129
3	Attitude (X3)	0.363	2.359	0.022*
4	Farmers' Business Prospects (X4)	0.349	0.844	0.403
5	The Role of Information Media (X5)	2.537	9.970	0.000*
6	Market Presence (X6)	0.330	0.857	0.395
7	Availability of Facilities and Infrastructure (X7)	-0.734	-0.1281	0.206
8	Income	-3.539	-0.479	0.634
	Constant	-2.534		
	R Square	0.760		
	Adjusted R Square	0.723		
	F-value	20.236		
	F-table	2.099		

In which :
* : Significant on $\alpha = 5\%$

Source: Primary Data Analyzed in 2017

Table 3 shows the results of multiple linear regression analysis for Model 1, which still contains all independent variables, including independent variables that do not significantly affect the regression model's dependent variable. Based on the results of multiple linear regression analysis, it can be seen that the independent variables that have a significant effect on the dependent variable are only the role of information media and attitudes. Meanwhile, other independent variables, namely age, education level, income, prospects for farming, market presence, and availability of facilities and infrastructure, do not significantly influence coffee traders' motivation in developing agribusiness in Aceh Province.

Table 4. Multiple Linear Regression Analysis Results Regarding Factors Affecting Motivation of Coffee Traders in Agribusiness Development in Aceh Province

Number	Variables	Koefisien Regresi (B)	t-value	Sig.	Information
1	Attitude (X_3)	0.47	3.613	0.001	*
2	Role of Media Information (X_5)	2.479	10.018	0.000	*
	Constant	-1.559			
	R Square	0.736			
	Adjusted R Square	0.726			
	F-value	79.334			
	F-table	3.15			
	In which : * : Significant on α = 5%				

Source: Primary Data Analyzed in 2017

Based on Table 4, it can be seen that two independent variables significantly influence the motivation of coffee traders in Aceh Province at the significance level α = 5%. Independent variables that significantly influence coffee traders' motivation in agribusiness development in Aceh Province include attitudes and the role of information media. Based on the results of multiple linear regression analysis in Table 4, the regression equation is obtained as follows:

$$Y = -1.559 + 0.47X_3 + 2.479X_5$$

In which:
Y : Motivation of coffee traders in agribusiness development in Aceh Province
X_3 : Attitude
X_5 : The Role of Information Media

The following is a discussion of multiple linear regression analysis results regarding the factors that significantly influence coffee traders' motivation, as presented in Table 4 for regression Model 7.

1. **Attitude**
Based on Table 4, it can be seen that the significance value of the attitude variable is 0.001. This significance value is lower than the value of α (0.05), so it can be said that the coffee traders' attitude significantly influences the motivation of coffee traders in agribusiness development. Multiple linear regression analysis conducted shows a regression coefficient value of 0.47 so that the regression equation can be made as follows:

$$Y = -1.599 + 0.47X_3$$

In which :
Y : motivation of coffee traders in agribusiness development in Aceh Province
X_3 : Attitude

The regression analysis carried out can be described as the influence of attitude variables on citizen motivation, as in Figure 1.
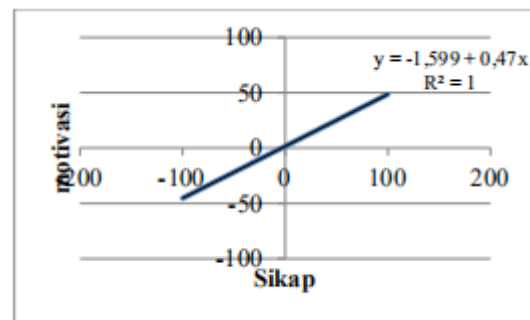

Figure 1. Graph of the influence of attitudes on the motivation of coffee traders

Based on Figure 1, it can be seen that the attitude variable has a coefficient value of 0.47. The positive coefficient value means that the attitude variable and the citizen's motivation variable have a directly proportional value to the higher the level of attitude, the higher the motivation of the coffee traders in agribusiness development.

2. **Role of Information Media**
Based on Table 4, it can be seen that the significance value of the information media role variable is 0,000. When compared with the value of α (0.05), the significance value is lower, so it can be said that the variable role of information media in the motivation of coffee traders in agribusiness development is significant. Multiple linear regression analysis conducted shows a regression coefficient value of 2.479 with a constant of -1.559 so that the regression equation can be made as follows:

$$Y = -1.599 + 2.479X_5$$

In which :
Y : motivation of coffee traders in agribusiness development in Aceh Province

X5 : The Role of Information Media.

The regression equation above shows the influence of information media's role on coffee traders' motivation variables in Aceh's agribusiness development. Based on the regression equation, a graph of the effect of the relationship between information media's role and citizens' motivation in implementing the program can be drawn, as shown in Figure 2.

Based on Figure 2, it can be seen that the role of the information media variable has a regression coefficient value of 2.479. The positive coefficient value indicates that the relationship between the variable role of information media and the variable of traders' motivation is directly proportional, meaning that the higher the role of information media, the higher the motivation of citizens in developing agribusiness in Aceh Province. A constant value of -1.559 means that if there is no role variable of the information media, the value of the citizens' motivation is - 1.559. Based on the regression equation, the hypothesis is that the higher the information media's role, the higher the motivation of citizens in developing agribusiness in Aceh is accepted. The variable of the role of companion institutions has a positive regression coefficient value. The R square value obtained for the attitude variable is 0.73, which means that information media variables influence 73% of citizens' motivation in agribusiness development.
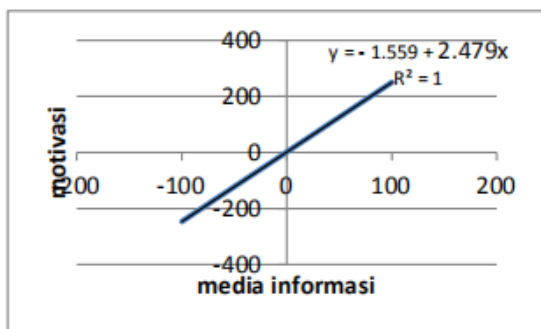

Figure 2. Graph The influence of Information Media on The Motivation of Coffee Traders

CONCLUSIONS

Based on the discussion and data analysis conducted in this article, it can be concluded that more than 50% of coffee traders in Aceh Province have high motivation in developing agribusiness in Aceh Province. Factors that positively affect coffee traders' motivation in agribusiness development in Aceh Province are information media's attitudes and roles. The higher the coffee traders' attitude, the higher the coffee traders' motivation in agribusiness development in Aceh Province, the higher the role of information media in agribusiness development in Aceh Province, the higher the coffee motivation traders in agribusiness development.

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