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Farmers' Preferences in Choosing Chili Varieties in Pagu District, Kediri Regency

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Abstract: Farmers' preferences in selecting cayenne pepper varieties are an important aspect in developing sustainable agriculture, as the varieties selected can affect yields, pest resistance, and adaptation to local environmental conditions. Farmers' preferences in selecting cayenne pepper varieties are influenced by various factors. This study used the following variables: productivity, selling price, pest and disease resistance, market demand, and farming period. This study aimed to analyze the factors influencing farmers' preferences in selecting cayenne pepper varieties in Bulupasar Village, Pagu District, Kediri Regency. This study sampled 97 respondents. The dependent variable was farmers' preference for cayenne pepper varieties: 1 = local variety, 0 = Ori 212 variety, while the independent variables included productivity (X1), selling price (X2), pest and disease resistance (X3), market demand (X4), and farming period (X5). Data were analyzed using binary logistic regression after undergoing validity and reliability tests, and the classical assumption of multicollinearity. The analysis results show that the model has a Nagelkerke R^2 value of 0.617, explaining 61.7% of the variance in farmer preferences. The Hosmer-Lemeshow test ($p = 0.547 > 0.05$) indicates a good fit with the data. The productivity variable has a positive and significant effect ($p = 0.000 < 0.05$, odds ratio = 0.222), increasing the chance of choosing local varieties by 24.9% per unit increase. Conversely, selling price has a negative and significant effect ($p = 0.014 < 0.05$, odds ratio = -0.183), decreasing the chance of choosing local varieties by 16.7% per unit increase. Other variables, pest and disease resistance, market demand, and farming period, did not show a significant effect.

Keywords: *Farmer Preferences, Productivity, Selling Price, Pest and Disease Resistance, Market Demand, Length of Farming*.

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I. INTRODUCTION

Agriculture is a source of livelihood for the majority of the population in developing countries like Indonesia. Agriculture is a source of income for the majority of the rural population. This horticultural subsector presents opportunities due to the expanding market for horticultural commodities and the elimination of trade barriers between countries (Widiyanto, 2019). One horticultural commodity sought after by almost all levels of Indonesian society is cayenne pepper. Chilies are a horticultural vegetable widely cultivated by farmers in both the lowlands and highlands and have significant economic value in Indonesia.

Chili pepper production in East Java Province reached 5,628,161 quintals with a land area of 80,006 hectares in 46 regencies/cities, the highest supplier of chili peppers in East Java is from Kediri Regency which reached 1,160,318 quintals (BPS, 2023). Pagu District is one of the highest suppliers of chili peppers in Kediri Regency. Chili pepper production reached 297,171 quintals with a land area of 2,174 hectares consisting of 13 villages (BPS, 2023). One of these villages is Bulupasar Village, where the majority of the community farms chili peppers, making it one of the highest suppliers of chili peppers in Pagu District.

Table 1. Data on Chili Production in each Village in Pagu District.

Village	Production (kw)	Area (ha)
Bulupasar	50.760	185
Semanding	48.860	212
Menang	46.703	154
Tanjung	41.060	150
Bendo	40.909	164

Source: (BPP Pagu, 2023)

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Farmers in Bulupasar Village face challenges in selecting superior varieties, such as local cayenne pepper and the Ori 212 variety. Farmers' knowledge and preferences in selecting seeds significantly influence the production results of cayenne pepper farming businesses. The decision factor for seed selection by farmers is one of the determining factors for farmer preferences regarding seed use, where farmers' views in selecting various existing seeds are superior seed varieties according to their desires/needs. However, in selecting cayenne pepper varieties, there are influential aspects. Several factors that can influence farmer preferences in selecting cayenne pepper varieties include productivity, selling price, pest and disease resistance, market demand and the length of farming.

II. IMPLEMENTATION AND METHODS

Kediri Regency, as one of the regions with a majority of cayenne pepper farmers, recorded the highest production in East Java in 2023, with Pagu District as the center for this commodity development. Agricultural land in Pagu District reached 2,174 hectares, which supports the increase in cayenne pepper production every year. In Bulupasar Village, Pagu District, agricultural land area was recorded at 185 hectares, with the majority of farmers focusing on cayenne pepper cultivation, producing 50,760 quintals in 2023 (BPS, 2023). Farmers in Bulupasar Village face challenges in selecting superior varieties, such as local cayenne pepper and the Ori 212 variety. Farmers' knowledge and preferences in selecting seeds significantly influence cayenne pepper farming production results. This study aims to analyze the factors influencing farmer preferences in selecting cayenne pepper varieties in Bulupasar Village, Pagu District, using the binary logistic regression method.

The research methodology used is validity testing and reliability testing, while the analysis method used in this research is descriptive statistics binary logistic regression analysis.

➢ *Descriptive Statistics Method*

According to (Sugiyono, 2020), descriptive statistics are statistics used to describe or illustrate collected data as it is without the intention of drawing general conclusions (p. 147). This descriptive statistical analysis is used to obtain an overview of learning outcomes before and after using audiovisual learning media. This approach is often used in descriptive research to systematically explain phenomena based on existing facts.

➢ *Binary Logistic Regression Analysis*

The binary logistic regression analysis method is a statistical technique used to model the relationship between a binary dependent variable (categorical with two categories, for example 0/1, yes/no, or success/failure) with one or more independent variables that can be continuous, ordinal, or categorical. This method is suitable for situations where the predicted outcome has only two possibilities and provides an estimate of the probability that a customer will make a repeat purchase based on product characteristics (Hosmer & Lemeshow, 2000). This method aims to predict the probability of an event occurring based on predictor variables by using the logit function, which converts the probability into a logarithmic scale.

III. RESULTS AND DISCUSSION

The research was conducted in Bulupasar Village, Pagu District, Kediri Regency, from December to June 2025. According to BPP Pagu, the location was chosen intentionally because Bulupasar Village has the highest cayenne pepper production in Pagu District, with an agricultural land area of 185 hectares and a population of 3,426 cayenne pepper farmers. The commonly cultivated varieties are local cayenne pepper and ori 212. Data were collected from farmers with experience growing both varieties and owning land areas of 1,000–2,800 m². The sample is considered a portion of the total as well as the characteristics of the population (Sugiyono, 2019). In this research, the sampling technique utilizes the Slovin formula, which is a formula for accumulating a minimum sample size when the characteristics of a population are not fully understood. The following is the Slovin formula used.

$$n = \frac{N}{1 + N(e)^2}$$

From the use of the Slovin formula with a population of 3426 with an error rate of 10%, a sample of 97,163 or 97 respondents was obtained.

A. Classical Assumption Test

➢ *Multicollinearity Test Results*

Table 2. Uji Multikolinieritas

Model	***Coefficient*** **Collinearity Statistic**	
	Tolerance	**VIF**
Produktivitas	0,233	4.299
Harga Jual	0,149	6.693
Ketahanan Hama Penyakit	0,147	6.811
Permintaan Pasar	0,112	8.917
Lama Usahatani	0,126	7.920

Source: Primary data is processed, 2025

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Based on the results of the analysis, it can be explained that all variables have a tolerance value of >0.10 and have a VIF value of <10.00 so that these variables can be said to not show symptoms of multicollinearity.

B. Regression Analysis Method

➢ *Overall Model Test*

Table 3. Overall Model Test Step 0

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 0	1	118.385	0.804
	2	118.338	0.852
	3	118.338	0.852

Source: Primary data is processed, 2025

Table 4. Overall Model Test Step 1

Iteration		-2 Log likelihood	Coefficients					
			Constant	X1	X2	X3	X4	X5
Step 1	1	72.438	-2.664	.113	-.087	.040	.029	.004
	2	64.458	-3.612	.177	-.144	.058	.055	-.006
	3	63.090	-4.116	.211	-.173	.067	.079	-.019
	4	62.995	-4.284	.221	-.182	.070	.090	-.025
	5	62.994	-4.300	.222	-.183	.070	.091	-.026
	6	62.994	-4.300	.222	-.183	.070	.091	-.026

Source: Primary data is processed, 2025

Based on the results of the regression analysis, it shows that the initial -2Log likelihood value (118,338) decreased to 62,994 after entering the five independent variables, with a decrease difference of 55,344. This decrease indicates that the hypothesized regression model fits the data, and the addition of independent variables makes the model better, so the null hypothesis (H0) is accepted.

➢ *Model Feasibility Test*

Table 5. Model Feasibility Test

Step	Chi-square	df	Sig.
1	6.903	8	0.547

Source: Primary data is processed, 2025

Based on the results of the model feasibility test using the Hosmer and Lemeshow Test, a Chi-square value of 6.903 was obtained with (df) 8 and a significance value of 0.547. The resulting significance value is greater than the real level of 0.05 (0.547 > 0.05), this indicates that the logistic regression model used is fit or appropriate to explain the farmer preference variable in choosing cayenne pepper varieties.

➢ *Coefficient of Determination*

Table 6. Coefficient of Determination

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
62.994[a]	**0.435**	**0.617**

Source: Primary data is processed, 2025

Based on the results of the coefficient of determination showing the Nagelkerke R Square value of the output of data processing, the Nagelkerke R Square value is 0.617 which means that the dependent variable (farmers' preferences in choosing chili varieties) which can be explained by the independent variables (productivity, selling price, pest and disease resistance, market demand, length of farming) is 61.7%, the remaining 38.3% is explained by other variables outside the research model.

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➢ *Classification Matrix*

Table 7. Classification Matrix Step 0

Observed			Predicted		
			Y		
			Cabai Rawit Ori 212	Cabai Rawit Lokal	Percentage Correct
Step 0	Y	Cabai Rawit Ori 212	0	29	.0
		Cabai Rawit Lokal	0	68	100.0
	Overall Percentage				70.1

Source: Primary data is processed, 2025

Table 8. Classification Matrix Step 1

Observed			Predicted		
			Y		
			Cabai Rawit Ori 212	Cabai Rawit Lokal	Percentage Correct
Step 1	Y	Cabai Rawit Ori 212	26	3	89.7
		Cabai Rawit Lokal	9	59	86.8
	Overall Percentage				87.6

Source: Primary data is processed, 2025

Regression analysis in Step 0 showed that the model predicted all cases as local cayenne pepper with an overall accuracy of 70.1%, with 68 cases of local cayenne pepper correctly predicted (100%), but 29 cases of original 212 cayenne pepper incorrectly predicted (0% accuracy). In Step 1, the accuracy increased to 87.6%, with 26 of 29 cases of original 212 cayenne pepper (89.7%) and 59 of 68 cases of local cayenne pepper (86.8%) correctly predicted. Only 3 cases of original 212 cayenne pepper and 9 cases of local cayenne pepper were incorrectly predicted, indicating a significant improvement in the Step 1 model.

➢ *Binary Logistic Regression Model*

Table 9. Binary Logistic Regression Model

		B	Exp(B)
Step 1[a]	X1	0,222	1,249
	X2	-0,183	0,833
	X3	0,070	1,072
	X4	0,091	1,095
	X5	-0,026	0,974
	Constant	-4,300	0,014

Source: Primary data is processed, 2025

The results of testing the regression coefficients produced the following equation model:

$$Y = \text{Ln}\ \frac{P}{1-P} = \beta o + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

$$Y = \text{Ln}\ \frac{P}{1-P} = -4{,}300 + 0{,}222X_1 - 0{,}183X_2 + 0{,}070X_3 + 0{,}091X_4 - 0{,}026X_5$$

- A constant value of -4.300 and an odds ratio of 0.014 indicate a 1.4% chance of choosing the local variety over the Ori 212 variety when all independent variables are zero. A negative sign on the constant and an odds ratio less than 1 indicate a lower tendency to choose the local variety over the Ori 212 variety without the influence of the independent variables.
- The productivity value has a regression coefficient of 0.222 and an odds ratio of 1.249, meaning that every one-unit increase in productivity increases the likelihood of farmers choosing the local cayenne pepper variety by 24.9% over the Ori 212 variety, with other variables held constant. An odds ratio >1 (1.249) indicates a positive relationship between productivity and local variety selection, indicating that the higher the productivity, the greater the tendency for farmers to choose local varieties over Ori 212.
- The selling price variable has a regression coefficient of -0.183 and an odds ratio of 0.833, meaning that every one-unit increase in selling price decreases the likelihood of farmers choosing local cayenne pepper varieties by 16.7% over Ori 212, with other variables held constant. An odds ratio <1 (0.833) indicates a negative relationship between selling price and local variety selection, indicating that the higher the selling price, the less likely farmers are to choose local varieties over Ori 212.
- The pest and disease resistance variable has a regression coefficient of 0.070 and an odds ratio of 1.072, meaning that every one-unit increase in pest and disease resistance increases the likelihood of farmers choosing local cayenne pepper varieties by 7.2% over Ori 212, with other variables held constant. An odds ratio >1 (1.072) indicates a positive relationship, but the effect is

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relatively small, indicating that farmers' decisions to choose local varieties depend not only on pest and disease resistance but also consider other factors.

- The market demand variable has a regression coefficient of 0.091 and an odds ratio of 1.095, meaning that every one-unit increase in market demand increases the likelihood of farmers choosing local cayenne pepper varieties by 9.5% over the Ori 212 variety, with other variables held constant. An odds ratio >1 (1.095) indicates a positive relationship, indicating that the higher the market demand, the more likely farmers are to choose local varieties over Ori 212.
- The farming experience variable has a regression coefficient of -0.026 and an odds ratio of 0.974, meaning that every one-unit increase in farming experience decreases the likelihood of farmers choosing local cayenne pepper varieties by 2.6% over the Ori 212 variety, with other variables held constant. Odds ratio <1 (0.974) shows a negative relationship, indicating that the longer the farming experience, the lower the tendency of farmers to choose local varieties compared to Ori 212.

➢ *Partial Test*

Table 10. Partial Test

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	X1	0,222	0,061	13,385	1	0,000	1,249
	X2	-0,183	0,074	6,072	1	0,014	0,833
	X3	0,070	0,057	1,517	1	0,218	1,072
	X4	0,091	0,077	1,374	1	0,241	1,095
	X5	-0,026	0,075	0,121	1	0,728	0,974
	Constant	-4,300	1,103	15,196	1	0,000	0,014

Source: Primary data is processed, 2025

The number of observations in this study (n) is 97, the number of independent and dependent variables (k) = 6, then the degree of freedom (df) = n – k = 97 – 6 = 91. With a significance level of α = 0.05. Then the t table can be calculated using the Ms Excel formula with the insert function formula as follows:

t_{table} = T.INV.2T (Probability,deg_freedom)

t_{table} = T.INV.2T (0,05;91)

t_{table} = 1,986

Based on the table, the results of hypothesis testing using logistic regression analysis can be obtained, as follows:

- The productivity variable influences farmers' preferences in choosing cayenne pepper varieties. The Wald (t) test results show that the calculated t value is greater than the t table (13.385 > 1.986) and the probability value is less than the significance level (0.000 < 0.05). Based on these test results, it can be concluded that H1, which states that productivity influences farmers' preferences in choosing cayenne pepper varieties, is accepted. This can be interpreted as a significant influence between productivity and farmer preferences.
- The selling price variable influences farmers' preferences in choosing cayenne pepper varieties. The Wald (t) test results show that the calculated t value is greater than the t table (6.072 > 1.986) and the probability value is less than the significance level (0.014 < 0.05). Based on these test results, it can be concluded that H2, which states that selling price influences farmers' preferences in choosing cayenne pepper varieties, is accepted. This can be interpreted as a significant influence between selling price and farmer preferences.
- The pest and disease resistance variable has a positive effect on farmers' preference for cayenne pepper varieties. The Wald (t) test results show that the calculated t value is smaller than the t table (1.517 < 1.986) and the probability value is greater than the significance level (0.218 > 0.05). Based on these test results, it can be concluded that H3, which states that pest and disease resistance influences farmers' preference for cayenne pepper varieties, is rejected. This can be interpreted as meaning that pest and disease resistance has no effect on farmers' preferences.
- The market demand variable has a positive effect on farmers' preference for cayenne pepper varieties. The Wald (t) test results show that the calculated t value is smaller than the t table (1.374 < 1.986) and the probability value is greater than the significance level (0.241 > 0.05). Based on these test results, it can be concluded that H4, which states that market demand influences farmers' preference for cayenne pepper varieties, is rejected. This can be interpreted as meaning that market demand has no effect on farmers' preferences.
- The variable of farming period has a positive effect on farmers' preferences in choosing cayenne pepper varieties. The results of the Wald (t) test show that the calculated t value is smaller than the t table (0.121 < 1.986) and the probability value is greater than the significance level (0.728 > 0.05). Based on these test results, it can be concluded that H5, which states that farming period has an effect on farmers' preferences in choosing cayenne pepper varieties, is rejected. This can be interpreted as meaning that farming period has no effect on farmers' preferences.

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➢ *Simultaneous Test*

Table 11. Simultaneous Test

Chi-square	df	Sig.
55.343	5	.000
55.343	5	.000
55.343	5	.000

Source: Primary data is processed, 2025

With the number of observations as many as (n = 97) and the number of independent and dependent variables as many as (k = 6), then (df1) = k – 1 = 6 – 1 = 5 and (df2) = n – k = 97 – 6 = 91. With a significance level of α = 0.05, the ft table can be calculated using the Ms Excel formula with the insert function formula as follows:

f_{table} = F.INV.RT (Probability,deg_freedom1,deg_freedom2)

f_{table} = F.INV.RT(0,05;5;91)

f_{table} = 2,3145

The calculated f value is greater than the f table (55.343 > 2.31) with a significance level of (0.000 < 0.05), so H6 is accepted. So it can be concluded simultaneously that productivity, selling price, pest and disease resistance, market demand and length of farming simultaneously influence farmers' preferences in choosing cayenne pepper varieties.

IV. DISCUSSION

➢ *The Effect of Productivity on Farmer Preferences in Choosing Chili Pepper Varieties*

The first hypothesis was accepted, with the productivity variable having a significant effect on farmer preferences for local chili pepper varieties, as indicated by the calculated t-value (13.385) > t-value (1.986) and the probability (0.000) < 0.05. A positive correlation was observed, indicating that the higher the productivity, the greater the tendency for farmers to choose local varieties for optimal yields and farming efficiency. Local varieties offer pest resistance, affordable seeds, a productivity of 350–450 kg/1,500 m², and a harvest period of 6–7 months, making them suitable for farmers with limited capital. Conversely, the Ori 212 variety excels in taste, texture, a shelf life of 7–10 days, and a productivity of 200–350 kg/1,500 m² with harvests every 3–4 days for 2–4 months, making it suitable for a broad market. These results are in line with research by Sari & Pratama (2022) which shows that high productivity of superior chili varieties is a determining factor in farmers' decisions, with a potential yield of 1 kg/plant per harvest, which supports economic efficiency and plant resistance to disease.

➢ *The Effect of Selling Price on Farmers' Preferences in Choosing Chili Pepper Varieties*

The second hypothesis was accepted, with the selling price variable having a significant effect on farmers' preferences in choosing chili pepper varieties, as indicated by the calculated t-value (6.072) > t-table (1.986) and the probability (0.014) < 0.05. Selling price had a negative correlation, where the higher the selling price, the less likely farmers were to choose local varieties compared to the Ori 212 variety. This indicates that farmers prefer varieties with high economic value. These results align with research by Rozaini, N., & Silaban, S.J. (2023) that found that higher chili prices encourage farmers to choose superior varieties, such as hybrid varieties, that have better yield potential, despite higher production costs, because they can increase overall income.

➢ *The Effect of Pest and Disease Resistance on Farmers' Preferences in Choosing Chili Pepper Varieties*

The third hypothesis was rejected, with pest and disease resistance having no significant effect on farmers' preferences in choosing chili pepper varieties, as indicated by the calculated t-value (1.517) < t-table (1.986) and the probability (0.218) > 0.05. Despite the positive correlation, pest and disease resistance was not a primary factor in farmers' decisions, who were more concerned with productivity and selling price. Descriptive statistics showed that the average respondent's answer (3.773) indicated that farmers' ability to recognize disease attack patterns was quite good, but not optimal. These results align with research by Syahri & Somantri (2016) that, although pest and disease resistance is a factor, it is not dominant because farmers often consider the advantages of new varieties (including resistance) "not comparable" to established varieties, prioritizing productivity and price.

➢ *The Influence of Market Demand on Farmers' Preferences in Choosing Cayenne Pepper Varieties*

The fourth hypothesis was rejected, with market demand having no significant effect on farmers' preferences in choosing cayenne pepper varieties, as indicated by the calculated t-value (1.374) < t-table (1.986) and the probability (0.241) > 0.05. Despite the positive correlation, market demand was not a primary factor in farmers' decisions, who prioritized certainty of production results over the dynamics of market demand, particularly because the Ori 212 variety was more acceptable to consumers. Fluctuations in the cayenne pepper market forced farmers to focus on controllable cultivation aspects. Descriptive statistics showed that the average respondent's answer (3.5567) for informal distribution connections did not significantly impact market demand. Research by S.L.S. et al. (2023) showed that market demand influenced variety selection through quality and selling price, but factors such as seed costs related to variety selection did not significantly impact income. This could be interpreted as having no direct effect on variety selection decisions if farmers were more focused on other factors, such as selling price, which are influenced by demand.

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➢ *The Influence of Farming Experience on Farmers' Preferences in Choosing Cayenne Pepper Varieties*

The fifth hypothesis, which stated that farming experience influences farmers' preferences in choosing cayenne pepper varieties, was not supported. The analysis showed a t-value (0.121) < t-table (1.986), and a probability (0.728) > the significance level (0.05), indicating that farming experience did not significantly influence farmer preferences. The weak positive correlation indicates that farming experience, whether long or recent, was not a major factor in selecting cayenne pepper varieties. Other factors such as market conditions, seed availability, social media references (TikTok/YouTube), and peer influence played a more significant role. The average respondent response (3.5773) to the question regarding mastery of cultivation techniques also indicated that farming experience was not a primary determinant. This finding aligns with research by Karyani, T., et al. (2021), which found that urea fertilizer production showed an insignificant effect, and farming experience had no partial effect on production and variety selection, as farmers relied more on local recommendations than on farming experience**.**

V. CONCLUSION

- The productivity variable influences farmer preferences in selecting cayenne pepper varieties in Bulupasar Village, Pagu District.
- The selling price variable influences farmer preferences in selecting cayenne pepper varieties in Bulupasar Village, Pagu District.
- The pest and disease resistance variable does not influence farmer preferences in selecting cayenne pepper varieties in Bulupasar Village, Pagu District.
- The market demand variable does not influence farmer preferences in selecting cayenne pepper varieties in Bulupasar Village, Pagu District.
- The farming period variable does not influence farmer preferences in selecting cayenne pepper varieties in Bulupasar Village, Pagu District.

SUGGESTIONS

- Farmers are advised to select cayenne pepper varieties (pest-resistant local varieties or the productive original 212) according to land conditions, pay attention to market demand and stable prices, and implement intensive cultivation techniques such as mulching and integrated pest control to increase productivity and efficiency.
- Future researchers need to add variables such as production costs, income, and seed availability, and expand the research area for more comprehensive results.
- The government is expected to increase outreach and technical assistance for farmers and develop policies to maintain stable cayenne pepper prices to improve farmer welfare.

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