



ANALYSIS OF INFLUENCING FACTORS DECISION ON INTEREST IN SELLING ORGANIC FERTILIZER BY FARM SHOPS IN GORONTALO

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Abstract

The agricultural sector plays an important role in supporting economic growth and national food security. However, intensive agricultural practices that rely on chemical fertilizers have had a negative impact on the environment, soil quality, and the availability of production facilities. Organic fertilizers are a more environmentally friendly and sustainable alternative, although the level of use in Gorontalo City is still low. This condition is suspected to be influenced by the low interest of farmer shops as the main actor in the distribution of agricultural inputs. This study aims to analyze the contribution of market potential in encouraging the desire of business actors to market organic fertilizers, examine the extent to which perceptions and obstacles affect the interest in selling organic fertilizers and determine the most influential factors between the perception of barriers and market potential to the interest in selling organic fertilizers, as well as formulate strategic recommendations for the development of sustainable organic fertilizer agribusiness in the Gorontalo area. The research was conducted from August-December 2025 using a quantitative approach through a survey of farmer shop owners. The data was then collected and analyzed using *the application of the Statistical Package For The Social Sciences*, (SPSS). The results of the study showed that the perception variable was the most powerful variable that had a significant influence on the interest in selling organic fertilizer in Gorontalo City, while other variables also had a significant effect but not yet strong on the interest in selling organic fertilizers.

Keywords: Organic Fertilizer, Selling Interest, Agricultural Stores, Gorontalo City, Influencing Factors



INTRODUCTION

Agriculture is a fundamental sector in economic development and national food security. In Indonesia, more than 25% of the population depends on agricultural activities for their livelihoods (State of Employment of Indonesia, 2024). This makes fertilizer one of the main factors in increasing agricultural productivity. Its proper use can improve soil fertility and support optimal plant growth (Siregar, 2023).

The continued use of synthetic fertilizers can cause the soil to harden and lose absorbency. This happens because the application increases the acidity level of the soil. Continuous overuse of chemical fertilizers can harm the soil if it is not balanced with organic fertilizers such as manure or compost. Excessive application of inorganic fertilizers can make plants susceptible to death, so it is highly recommended to follow the instructions or how to use them (Roidah, 2013).

The continuous use of chemical fertilizers not only results in a decrease in soil fertility but also has a negative impact on environmental and human health. In addition, dependence on chemical fertilizers has an impact on the scarcity of chemical fertilizers, which requires farmers to import from outside the region, thereby increasing the cost burden for farmers, reducing their profits and worsening the economic welfare of the community, especially the farmers themselves. In this context, organic fertilizers are starting to be looked at as a more environmentally friendly and sustainable solution.

Organic fertilizers not only help maintain soil fertility naturally, but also increase the activity of soil microorganisms as well as improve soil structure physically and chemically (Gulo et al., 2024). With the consistent use of organic fertilizers, soil quality will be maintained and able to support plant development more effectively and sustainably, as well as reduce dependence on chemical fertilizers that have the potential to harm the environment (Munthe, 2025).

Gorontalo City, which is known as the center of agricultural and trade activities in Gorontalo Province, has great potential to become a pilot area in the use of sustainable agricultural inputs. (Gorontalo Central Statistics Agency, 2024) noted that around 1,425 hectares of active agricultural land are spread across six sub-districts in Gorontalo City, with the dominance of horticultural crops and food crops. Unfortunately, the use of organic fertilizers is still very limited. Based on a report by the Gorontalo City Agriculture Office (2024), only about 12% of farmers stated that they have used organic fertilizers regularly, while the rest still



depend on chemical fertilizers because they are considered faster to see results and are easy to obtain in the market.

Some previous studies tend to highlight the adoption rate of organic fertilizers more from the farmer side such as research from (Damayanti et al., 2025) entitled "Farmers' Perception of the Role of Agricultural Extension Officers in the Stages of Organic Fertilizer Innovation" and research from (Tilohe et al., 2025) entitled "Analysis of Factors Influencing the Decision of Cayenne Pepper Farmers in Adopting Organic Fertilizers". However, there have not been many studies that explicitly examine the role of farmer shops as distribution agents and the factors that influence their decision to sell organic fertilizers. In fact, farmer shops have a strategic position in influencing farmers' preferences, both through informal education, product promotion, and product availability in the field.

This research is important to find out whether the low use of organic fertilizers in Gorontalo City is due to weak demand from farmers, or precisely due to the lack of supply and the lack of interest of farmer shops to market the product. This research can also help local governments and organic fertilizer producers in formulating more effective market penetration strategies.

LITERATURE REVIEW

Marketing Management

According to (Reken et al., 2023). Marketing management is one of the important aspects of business activities that plays a role in determining the success of a business. In practice, marketing management functions as the spearhead of the organization because it is directly related to efforts to meet consumer needs while achieving the company's goals. Effective marketing management allows companies to design the right strategies so that they are able to survive and develop in the long term.

Marketing itself is a social and managerial process that involves creating, offering, and exchanging products that are of value to consumers. In this context, purchase or selling decisions do not occur randomly, but are influenced by various factors such as price, income, and perceived benefits from the product. Therefore, marketing management is key to understanding market behavior and determining the direction of business strategy (Ariyanto et al., 2023).

Organic Farming

Organic farming is an agricultural system that prioritizes the use of natural materials and avoids the use of synthetic chemicals. This system not only focuses on production results, but also on environmentally friendly and sustainable



processes. In practice, organic farming utilizes natural fertilizers, biological pest control, and soil management that maintains ecosystem balance.

The use of organic fertilizers has an important role in improving soil fertility and the quality of agricultural products. In addition, organic farming systems also support environmental and human health because they reduce the negative impacts of chemicals. However, the development of organic agriculture still faces various challenges, such as low farmers' knowledge and limited access to organic fertilizer products.

Perception

Perception is a cognitive process that involves the reception and interpretation of information by individuals about an object or phenomenon. Perception is not only influenced by stimuli from the environment, but also by the individual's experience, knowledge, and internal conditions. Therefore, perceptions can differ from one individual to another. In the context of this study, perception refers to how agricultural store owners assess organic fertilizers, both in terms of quality, benefits, and potential profits. Positive perceptions will encourage belief that the product is worth selling, thereby increasing sales interest. Conversely, negative perceptions can cause doubts and decrease the desire to market the product.

Barriers

Obstacles are various factors that can hinder or reduce the desire of business actors in making business decisions. In the context of organic fertilizer marketing, obstacles can come from internal or external factors. Internal factors include limited capital, lack of knowledge, and risk of loss, while external factors include low market demand, competition with other products, and limited distribution.

The greater the barriers felt by farm shop owners, the less likely they are to sell organic fertilizers. These barriers create a perception of risk that can hinder decision-making. Conversely, if barriers can be minimized through information, distribution, and policy support, then selling interest will tend to increase.

Market Potential

Market potential is an overview of the opportunities for a product to be accepted and developed in the market. This potential can be seen from the level of demand, consumption trends, and external environmental support such as government policies and public awareness. In the context of organic fertilizers, the market potential is quite large as awareness of the importance of sustainable agriculture increases.



In addition, the abundant availability of raw materials and the increasing need of farmers for more environmentally friendly fertilizer alternatives are supporting factors for the development of the organic fertilizer market. If the market potential is considered high, then business actors will see profit opportunities, so they are encouraged to sell the product.

Selling Interest

Selling interest is the tendency of the attitude and desire of business actors to sell a product. This interest is formed through a consideration process involving various factors, such as product quality, price, and market demand. In the process, business actors will evaluate the benefits and risks before making a decision to sell.

Interest in selling is also influenced by social, cultural, and personal factors that shape an individual's preferences in doing business. When a product is considered to have good economic value and promising market opportunities, then interest in selling will increase. Conversely, if the product is considered risky or less in demand by the market, then selling interest will tend to decrease

RESEARCH METHOD

This research was conducted in Gorontalo City, namely Farmer Shop Owners. The one chosen purposively considering the weak demand of farmers and the lack of supply and availability of farmer shops in marketing organic fertilizers. This research is streamlined from August to January 2026, the type of research used is quantitative descriptive, namely research that emphasizes theoretical testing through the measurement of research variables with numbers and requires data analysis with statistical procedures. This research data consists of primary and secondary data. Primary data is obtained from observations, interviews, documentation and the distribution of questionnaires to Farmer Shop Owners. Meanwhile, secondary data is obtained from journals, books, theses and other sources relevant to the research topic. The population in this study is all Farmer Shop Owners whose number is not known for sure. The sample was determined using snowball sampling, which is a sample determination technique that begins by selecting several key respondents who meet the research criteria. Therefore, the sample used in this study is 30 people. Because this number has met the minimum requirements for statistical data processing and analysis.

Data Collection Techniques

The data collection technique in this research is carried out through observation, interviews, questionnaires and documentation. Observation is carried out by directly observing the object of research, namely the owner of an



organic fertilizer shop located in Gorontalo City. Interviews are conducted to collect information directly and dig up information for research data. Questionnaire is a data collection technique that is carried out by giving questionnaires to respondents that contain several statements related to the research topic. Documentation is a data collection technique by recording, recording, documenting or archiving research data obtained from related agencies or institutions.

Data Analysis

Data analysis techniques in this study include descriptive statistical analysis, instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing and coefficient determination. Validity testing is carried out using SPSS, where the instrument is declared valid if the calculated value > r table. Reliability testing using Cronbach's Alpha, with a value of a > 0.6 indicates that the instrument is reliable

RESULTS AND DISCUSSION

Results of Multiple Linear Regression Analysis

T Test (Partial Test)

The results of the t-test by comparing table t with table t, the calculation results can be seen in the following table:

Table 1.

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.831	3.167		.894	.379
	Perception	.518	.153	.603	3.374	.002
	Barriers	.289	.134	.361	2.161	.040
	Market Potential	-.230	.107	-.324	-2.146	.041

a. Variable Dependent: Monthly Mine (Y)

Source: SPSS processed data (2025)

Based on the results of the partial test (t-test) shown in the Table above, it is known that of the three independent variables studied, the perception variable X1 has a significant positive effect on the interest in selling Y. This is shown by a



significance value of 0.002 which is smaller than the significance level of 0.05, and a regression coefficient value of 0.518 which indicates the direction of a positive relationship. This means that the higher the value of the X1 variable, the interest of individuals to sell will also increase. Meanwhile, the obstacle variable (X2) has a significant positive effect on selling interest (Y). This is shown by a significance value of 0.040 which is smaller than the significance level of 0.05, as well as a regression coefficient value of 0.289 which indicates the direction of a positive relationship.

F Test (Simultaneous)

The results of the F test by comparing the calculated F value with the F and P value can be seen in the following table:

Table 2.
Simultaneous Test Results

ANOVA						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	100.932	3	33.644	8.902	.000b
	Residual	98.268	26	3.780		
	Total	199.200	29			

a. Variable Dependent: Monthly Mine (Y)

b. Predictors : (Constant), X1, X2, X3

Source, Data processed SPSS (2025)

Based on the results of the simultaneous test (F test) shown in the Table above, it is known that the significance value (Sig.) is 0.000, which is much smaller than the significance limit of 0.05. The F-value of 8.902 also shows that the regression model used in this study is significant. Thus, it can be concluded that the independent variables perception (X1), resistance (X2), and market potential (X3) simultaneously or together have a significant effect on the dependent variable of Selling Interest (Y). This means that although not all independent variables have a significant influence, the overall model consisting of these three variables can explain the variation that occurs in Selling Interest significantly.



Determination Coefficient Test (R Square)

Table 3.

Determination Coefficient Test Results (R)

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimete
1	.759	.576	.527	1.802

Source: SPSS processed data (2025)

Based on the results of the determination test shown in the Table above, a determination coefficient value (R Square) of 0.576 was obtained. This shows that the independent variables X1, X2, and X3 together were able to explain the variation that occurred in the dependent variable by 57.6%. In other words, the contribution of the three independent variables to the change in the dependent variable reached 57.6%, while the remaining 42.4% was influenced by other factors outside this study model. The correlation coefficient value (R) of 0.759 indicates a fairly strong and positive relationship between the independent variables and the dependent variables. Meanwhile, the Adjusted R Square value of 0.527 shows that after adjusting for the number of variables in the model, the percentage of the influence of independent variables on the dependent variables decreased slightly to 52.7%.

The Influence of Perception and Obstacles on Interest in Selling Organic Fertilizers in Gorontalo City

Based on the results of the regression analysis that has been carried out, it is known that perception and obstacles have an influence on the interest in selling organic fertilizer in Gorontalo City. Partial testing through the t-test showed that the perception variable (X1) had a significant influence on selling interest. This indicates that the more positive the perception of farm shop owners towards organic fertilizers, both in terms of benefits, quality, and profit opportunities, the higher their interest in selling the product.

Based on observations in the field, some business actors in Gorontalo City still have diverse perceptions of organic fertilizers. Some farmer shop owners stated that organic fertilizers are slower to show results than chemical fertilizers, less in demand by farmers who pursue quick results, but on the other hand are starting to be in demand by horticultural farmers and farmers who implement environmentally friendly agriculture. This condition shows that the perception of business actors is still in the transition phase, from short-term orientation to



sustainability considerations. This is in line with Kotler and Keller's theory in (Juairiah et al., 2017) which says consumer perceptions are formed through the process of selection, interpretation, and processing of information, which further influences purchasing attitudes and decisions. In this context, farmer shop owners' perceptions of the benefits and prospects of organic fertilizers directly affect their interest in selling the product.

The Role of Market Potential in Increasing Interest in Selling Organic Fertilizers in Gorontalo

The test results showed that the market potential variable (X3) had a significant influence on the selling interest (Y) of organic fertilizers. The market potential in question includes the large demand opportunities, environmentally friendly agricultural trends, government policy support, and increasing farmers' awareness of sustainable agriculture.

Farmer shop business actors in Gorontalo City are generally rational and oriented towards economic opportunities. If the demand is high and profits are promising, they are willing to increase their stock of organic fertilizers, reduce dependence on chemical fertilizers, and even promote to farmers. However, if the market is considered unstable, they tend to be hesitant even though they have a positive perception of organic fertilizers. This is in line with According to (Rejeki, 2019), individuals will tend to choose the actions that provide the greatest profits with the least risk. The dominance of market potential proves that the decision to sell organic fertilizers is driven more by economic profit considerations than by attitude factors alone.

The Most Dominant Factor Influencing the Interest in Selling Organic Fertilizer in Gorontalo City

The Influence of Perception (X1) on Selling Interest (Y)

The perception variable has a coefficient value of $B = 0.518$, a calculated t -value = 3.374, and $\text{Sig.} = 0.002 < 0.05$. This shows that perception has a positive and significant effect on the interest in selling organic fertilizer. This means that every increase in perception by one unit will increase sales interest by 0.518 units, assuming the other variables are constant. The standard beta coefficient of 0.603 shows that perception has the strongest influence compared to other variables in this model. These findings confirm that the more positive the shopkeeper's view of the benefits, quality, and prospects of organic fertilizers, the higher their interest in selling the product.

**The Effect of Barriers (X2) on Selling Interest (Y)**

The resistance variable has a coefficient value of $B = 0.289$, a calculated t -value = 2.161, and $\text{Sig.} = 0.040 < 0.05$, so it can be concluded that the obstacle has a significant effect on the interest in selling organic fertilizer. The positive direction of influence shows that the more able business actors are able to manage the existing obstacles, the interest in selling organic fertilizers tends to increase. The standard beta value of 0.361 indicates that the obstacle has a moderate contribution in influencing selling interest.

The Influence of Market Potential (X3) on Selling Interest (Y)

The market potential variable has a coefficient value of $B = -0.230$, a calculated t -value = -2.146, and $\text{Sig.} = 0.041 < 0.05$, which means that the market potential has a significant but negative effect on the interest in selling organic fertilizers. This negative direction shows that in the conditions of this study, the higher the perceived market potential, not necessarily followed by an increase in selling interest directly. This phenomenon can occur due to the unpreparedness of business actors in capturing market opportunities, such as limited capital, distribution, or concern about the risk of loss. A standard beta value of -0.324 indicates that market potential still has a strong influence, even though it is in the opposite direction.

CONCLUSION

Based on the results of research and discussions that have been carried out regarding the influence of perception, obstacles, and market potential on the interest in selling organic fertilizers in Gorontalo City, several conclusions can be drawn as follows:

1. Perception has a positive and significant effect on the interest in selling organic fertilizers. This shows that the better the farmer's view of the benefits, quality, and prospects of organic fertilizers, the higher their interest in selling the product. Perception is an important factor in shaping the attitude and decisions of business actors.
Obstacles have a significant effect on the interest in selling organic fertilizers. Obstacles such as limited demand, risk of loss, distribution, and lack of education of farmers are proven to influence the decisions of business actors. The ability of business actors to manage obstacles will determine the high or low interest in selling organic fertilizers.
2. Market potential has a significant but negative effect on the interest in selling organic fertilizers. This finding shows that although the market potential is



considered to exist, it has not been fully able to increase selling interest because there is still an unpreparedness of business actors in seizing these opportunities, both in terms of capital, marketing network, and the level of certainty of demand.

3. The most dominant variable influencing interest in selling organic fertilizer is perception. This is shown by the highest standard beta value in the perception variable, so it can be concluded that the factors of business actors' perspective and belief in organic fertilizers are the main determinants in selling decisions. In general, business actors' interest in selling organic fertilizers in Gorontalo City is influenced by a combination of psychological factors (perception), business constraints (obstacles), and economic opportunities (market potential).

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