ABSTRACT

THE INFLUENCE OF FARMERS' PERCEPTION AND MOTIVATION ON THE IMPLEMENTATION OF GOOD AGRICULTURAL PRACTICES (GAP) IN MANGOSTEEN *(Garcinia mangostana L.)* CULTIVATION IN TASIKMALAYA REGENCY

By :
Asep Luzni Adi Nugraha
238250119

Supervisor:
Abdul Mutolib.
Zulfikar Noormansyah

This study aims to analyze the influence of farmers' perceptions and motivation on the implementation of Good Agricultural Practices (GAP) in mangosteen cultivation in Puspahiang District, Tasikmalaya Regency. GAP serves as an important guideline to ensure the quality, safety, and sustainability of horticultural production; however, its adoption among farmers remains varied. The study employed a survey method with a quantitative approach involving 60 mangosteen farmers selected through purposive sampling. Data were analyzed using binary logistic regression to examine the effect of perception and motivation on the likelihood of GAP implementation across three categories (mandatory, highly recommended, and recommended), as well as overall adoption.

The results indicate that farmers' levels of perception and motivation were moderate with a positive tendency. The overall implementation of GAP has not yet been optimal, particularly for indicators categorized as recommended. The binary logistic regression analysis revealed that both perception and motivation significantly influence overall GAP implementation ($p < 0.05$), with a Nagelkerke R^2 value of 0.252 and a classification accuracy of 69.7 percent. An increase of one unit in perception and motivation respectively raised the likelihood of GAP implementation by 9.7 percent and 12 percent.

These findings highlight that the success of GAP adoption is strongly influenced by internal farmer factors, particularly understanding the benefits of GAP and motivation to improve production quality. Therefore, strategies to enhance GAP adoption should focus on strengthening farmers' perceptions through field-based education and providing performance-based incentives to increase motivation.

Keywords: perception, motivation, GAP implementation, binary logistic regression, mangosteen, Puspahiang