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Research Article

The Effect of Palm Oil Prices and Household Consumption Levels on the Welfare of Oil Palm Farmers in Konawe Regency

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Abstract. This study aims to analyze the influence of prices and productivity on the welfare of independent oil palm farmers in Andabia Village, Anggaberi District, Konawe Regency. The number of respondents in this study was 24 people taken by census. The analysis method used includes descriptive statistical analysis, with multiple linear regression analysis. Based on the results of the analysis, it shows that the influence of the palm oil price variable on the welfare of oil palm farmers is 0.02 one unit with a calculated t value greater than the t table value (1.924> 1.720) and a significance level smaller than 0.05 (0.02 <0.05) partially has a significant effect on the welfare of oil palm farmers. The influence of the productivity variable on the welfare of oil palm farmers is 0.000 one unit, with a calculated t value greater than the t table value (5.046> 1.663) and a significance level smaller than 0.05 (0.000 <0.05) partially has a significant effect on the welfare of oil palm farmers. The influence of palm oil price and productivity variables simultaneously has a significant influence on the welfare of oil palm farmers. From the F test, the results of the calculation of F count> F table (170,465> 3.07) with a significance level of 0.001 <0.05. This shows that the price and productivity variables together have a significant influence on the welfare of farmers in Andabia Village, Anggaberi District, Konawe Regency.

Keywords: Farmer Welfare; Palm Oil; Price Influence; Productivity Effect; Rural Livelihoods

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1. Introduction

Oil palm (Elaeis odorota), also known as palm oil, is widely found in Southeast Asia and is one of the main plantation commodities in Indonesia. Palm oil plays a significant role in the Indonesian economy because it is the main ingredient or raw material for home cooking oil. Therefore, a sustainable supply will maintain stable cooking oil prices. This is crucial because cooking oil is one of the nine basic necessities of society, so its price must be affordable for all levels of society. Furthermore, palm oil, or Crude Palm Oil (CPO), is one of the mainstay non-oil and gas export commodities. Palm oil can also create job opportunities in both production and processing and can improve community welfare (Pratama, 2019).

The impact of the development of oil palm plantations in Konawe Regency is demonstrated by the growth of the crude palm oil (CPO) processing industry, resulting in the emergence of palm oil plantation companies. The development of oil palm plantations will also stimulate the growth of processing industries that use palm oil as their primary raw material. Oil palm plantations have a dual impact on the regional economy, particularly in terms of job creation. The greater the development of oil palm plantations, the greater the impact on the workforce employed in the plantation sector and its derivatives (Syahza, 2011).

Andabia Village, Anggaberi District, is one of the areas in Konawe Regency currently developing oil palm plantations and is located near the oil palm company PT. Tani Prima

Makmur (TPM). Based on initial observations, it was discovered that the majority of residents in Andabia Village, Anggaberi District, are oil palm farmers who depend on the sale of their own oil palm for their livelihoods. Some are employees of PT. Tani Prima Makmur (TPM). This will of course affect the social and economic conditions of the community in that area.

The presence of this palm oil plantation company has had a positive impact on the local economy. The local people, particularly those living in Andabia Village, Anggaberi District, not only work as employees of PT. TPM but are also encouraged to open up their previously undeveloped private land for cultivation, specifically palm oil, due to the increasing price of productivity and consumption of palm oil. This has significantly boosted the economy and made it a reliable source of income for their families.

Production costs, which include fertilizer, labor, and plant maintenance, frequently increase, while the selling price of fresh fruit bunches (FFB) tends to fluctuate and is not always profitable for farmers. Furthermore, the consumption of palm oil products, whether in the form of cooking oil, biodiesel, or other industrial materials, is heavily influenced by global market demand, government policies, and macroeconomic conditions. The imbalance between high production costs and low incomes contributes to household economic instability for palm oil farmers.

This limited land area significantly impacts farmers' economic resilience when production prices (such as fertilizer, pesticides, and harvesting costs) rise and market consumption declines, leading to a decline in the selling price of Fresh Fruit Bunches (FFB). Under these conditions, farmers with small land areas are more vulnerable to losses or even failure to meet basic needs. This situation raises the need to understand the extent to which production prices and consumption levels affect the socio-economic lives of oil palm farmers in Andabia Village. Based on the problem description above, the purpose of this study is to analyze the influence of prices and productivity on the welfare of independent oil palm farmers in Andabia Village, Anggaberi District, Konawe Regency.

2. Literature Review

Community Economy

Economics comes from the Greek, specifically from the words "oikos" and "nomos," meaning family rules, and often carries the connotation of "human endeavor." Terminologically, economics is the study of matters relating to individual or collective efforts of people to meet unlimited needs in the face of limited resources and power (Sukaris et al., 2020). Therefore, it can be said that the definition of economics is everything related to or involving all behaviors within a household. Household here refers not only to a single family, but also to a national household, a nation, and even larger households such as the world and social welfare. Every human activity is inseparable from economics.

The term "economics" comes from the Greek "oikos," meaning family or household, and "nomos," meaning rules, regulations, or laws. Therefore, broadly speaking, "economics" is defined as household regulations or household management. According to the Big Indonesian Dictionary, "economics" means the science concerning the principles of production, distribution, and use of goods and wealth (such as finance, industry, and trade), education, employment, and so on, taking into account integration and social status (Todaro, 2013).

Community economy is how individuals or a society meet their living needs. In other words, socioeconomics is the economic condition of the people in their lives, achieved through various efforts to meet their needs (Zulkarnain, 2003). Furthermore, according to Fahri Yasin et all (2002), a community's economy is how individuals or a society meet their living needs. The economic situation of the people in their lives is facilitated through various efforts to meet their needs. A community's economy can be viewed through its employment, income, and education. Based on these aspects, communities can be categorized into middle, low, and high economic statuses (Koentjaraningrat, 2013).

From the explanation above, it can be concluded that socioeconomics is an object that discusses how a person fulfills his daily needs. The needs of life are "in the form of basic/physical needs, the need for security, the need to love and be loved, the need for self-esteem, and the need for self-actualization." So these needs are things that must be fulfilled by humans for their survival, encouraging humans to work as an effort to fulfill their life needs, because in this way humans will get results that can be used for their survival (Mubyarto, 1997).

Definition of Price

A brief definition of price is that price is the amount of money paid for a product or service, or in other words, the value exchanged by consumers for a product or service that enables a company to generate a reasonable profit by paying for the customer value it creates (Kotler and Armstrong, 2016). Furthermore, according to Benardy (2020), price is the amount of money required to pay for a given quantity of goods or services, or a combination of both. When it comes to pricing decisions, the second controlling factor, which can be controlled by sales and marketing management, is price. If the price of a good or service is high, it can be assumed that the product being offered is of high and superior quality, which will instill confidence in consumers. Price is a very important factor in determining the price of a good or service (Bayu et all, 2008).

Consumer perceptions of price are significantly influenced by pricing. Consumers have beliefs about the relationship between price and quality of a good or service. This becomes the focus of comparisons in purchasing decisions because of the relationship between price and quality. Consumers often use products as an indicator of their quality because they often set high prices based on the basis of guaranteeing the quality of various things that guarantee all parts and general forms of products with different qualities.

Definition of Consumption

Consumption expenditure in farming communities consists of food and non-food consumption. Food consumption is the amount of money spent on food items for all family members, including grains, tubers, fish and meat, milk, vegetables, oils and fats, and so on. Furthermore, non-food consumption is the expenditure of all family members on non-food items, including household supplies, kerosene, healthcare, transportation, education, social services, electricity, clothing, taxes, and so on. According to consumption theory, the amount of consumption depends on a community's income. Consumption expenditure will increase with increasing income. In addition to income, consumption expenditure is also influenced by other factors, such as wealth, socioeconomic status, price levels, tastes, and interest rates (Sukirno, 2015).

Overall, the level of palm oil product consumption has a significant impact on the welfare of palm oil farmers. High and sustainable consumption opens up opportunities for farmers to earn higher incomes, improve their quality of life, and reduce their vulnerability to market fluctuations. Conversely, declining consumption levels can negatively impact farmers' incomes, hinder their economic development, and exacerbate social instability. Therefore, maintaining sustainable consumption levels and ensuring equitable access for oil palm farmers to markets that prioritize sustainability are crucial to supporting farmer welfare and the sustainability of the palm oil industry (Firawati, 2022).

Definition of Income

Farm income is the amount of benefits or yields received by farmers, calculated based on the value of production minus all costs incurred for production. Therefore, farm income is heavily influenced by the costs of production inputs, maintenance costs, post-harvest costs, processing and distribution, and the value of production (Pahan, 2015). Total household income is the sum of income from farming, non-farm income, income from household work, non-labor income, and income obtained through borrowing (credit). Disposable income is allocated to household satisfaction through the expenditure function (Pahan, 2015).

According to the Indonesian Statistics Agency, income is divided into two categories: agricultural and non-agricultural income. Agricultural income is income earned from activities that produce agricultural products. Agricultural businesses include food crops, horticulture, plantations, livestock, fisheries, and forestry, including agricultural services. Non-agricultural income is all household income derived from non-agricultural businesses after deducting expenses incurred during the non-agricultural business process. Non-agricultural activities or businesses are seen as an alternative source of income for rural households (Purba and Sipayung T, 2017).

Definition of Productivity

Productivity is the ratio between output and input. Productivity is a measure of the ability of a unit of input to produce output. Therefore, productivity can be defined as the amount of revenue earned for each unit of cost incurred in production activities. If productivity figures show an increasing trend from one period to the next, it can be said that management's ability to utilize production resources is improving (Maulana et al., 2014).

According to Yuni Astuti (2013), productivity is the ratio between input and output of a production process within a specific period. Agricultural productivity is strongly influenced by agricultural inputs and outputs. Agricultural inputs include labor, agricultural land, technology, and capital, while agricultural outputs include managed agricultural products, such as rice. Furthermore, agricultural productivity is also inseparable from surrounding socio-economic factors. Economic factors in this case include the use of technology. Technology is measured through the use of seeds, fertilizers, pesticides, and agricultural equipment. The use of this technology must be balanced with the available human resources (HR) because HR is an important component in increasing production, because the success of individual farmer performance has a great influence on the results of agricultural work.

Oil Palm

The oil palm (Elaeis guineensis) is an oil-producing plant native to West Africa and is now one of the world's most important agricultural commodities, particularly in Indonesia and Malaysia, the two largest producing countries. Palm oil is obtained from the flesh of the oil palm fruit, which is rich in saturated fat, and from the fruit's kernel, which produces palm kernel oil, which contains more unsaturated fat. Oil palm has a variety of uses, both in the food and non-food sectors. In the food industry, palm oil is used as a raw material for cooking oil, margarine, and various other processed products. Meanwhile, in the non-food sector, oil palm is used in the manufacture of cosmetics, soap, cleaning products, and even biodiesel. Its adaptability to various industrial sectors makes oil palm a highly profitable commodity. (Gibbon, P. 2017).

Furthermore, oil palm plays a significant role in the economies of producing countries, especially for smallholder farmers who rely on palm oil for their livelihoods. In Indonesia, the palm oil sector employs a large workforce and contributes significantly to farmers' incomes. However, fluctuations in palm oil prices, influenced by global markets, can impact the stability of farmers' incomes. Therefore, maintaining price stability and supporting farmers with access to technology, training, and better markets is crucial to improve their well-being (Arsyad and Maryam. 2017).

3. Method

The research will be conducted in Andabia Village, Anggaberi District, considering that the majority of the local population operates oil palm plantations as a source of income. The research subjects were selected purposively and served as informants who would provide the necessary information during the study (Sugiyono, 2014). In qualitative research, research subjects are known as informants. Informants are individuals who can provide information. A research informant is something, whether a person, object, or institution (organization), whose characteristics are being studied (Sukandarrumidi, 2014). The subjects

in this study will be sampled from 24 oil palm farmers in Andabia Village, Anggaberi District, thus resulting in a total sample of 24 respondents drawn through a census.

This research is a qualitative descriptive study, with primary and secondary data sources. Primary data is data obtained directly from the primary data source at the research location or research object. The primary data used in this study consists of interviews with key informants, documentation, and field observations. Secondary data is data obtained from secondary sources, or secondary sources, of the data we need. Secondary sources consist of various readings relevant to this study, such as theses, scientific journals, magazines, articles, and websites (Bungin, 2007). The research variable data was processed using the Statistical Product and Service Solution (SPSS) software program version 25. The analytical methods used included descriptive statistical analysis, multiple linear regression analysis, and hypothesis testing. The data analysis used to answer the research objectives was Multiple Linear Regression analysis with the following equation formulation:

$$Y = \alpha - \beta1 \, . \, X1 - \beta2 \, . \, X2 - \beta3 \, . \, X3 - \beta4 \, . \, X4 - \varepsilon$$

Description:

Y = Income

α = Constant

β1 = Regression Coefficient

X1 = Palm Oil Price

X2 = Consumption

ε = Error

4. Results

Multiple Linear Regression Analysis

The analysis used in this study is multiple linear regression analysis to determine the extent of influence of the independent variables (X), consisting of palm oil price (X1) and productivity (X2), on the dependent variable (Y), namely community welfare. To test the influence of each independent variable on the dependent variable, a regression model was tested, with the following results:

Table 1. Results of Multiple Linear Regression Analysis.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.533	3.261		3.364	.719
	X1	.273	.142	.272	1.924	.034
	X2	.708	.140	.713	5.046	.000

a. Dependent Variable: Y

Source: SPSS Processed Results Edition 25, primary data processing.

Based on table 1 above, there is a regression coefficient value by looking at the results in the coefficient table in the unstandardized column in column B. in the sub column there is a constant value, with a constant value of 12.533 one unit, while the regression coefficient value for Palm oil price (X1) = 0.273 one unit, productivity (X2) = 0.708 one unit. Based on these results, a multiple regression equation model can be formulated in this study which will then be interpreted the meaning of the regression equation model. The regression equation model is as follows:

$$Y = 12{,}533 + 0{,}273 \, X_1 + 0{,}708 \, X_2$$

The following equation can be explained:

a. The constant value is 12.533, meaning that if the palm oil price and productivity variables are ignored or assumed to be zero, then the welfare variable is 12.533.
b. The regression coefficient for the palm oil price variable (X1) is 0.273, meaning that every one-unit increase in the price variable will increase welfare by 0.273, assuming the other variables are held constant.

c. The regression coefficient for the productivity variable (X2) is 0.708, meaning that every one-unit increase in the price variable will increase welfare by 0.708, assuming the other variables are held constant.

The results of the analysis were conducted using the coefficient of determination test, the t-statistic test, and the F-statistic test.

a. Coefficient of Determination (R2) Test

The coefficient of determination (R2) is a value (proportion value) that measures the extent to which the independent variables used in the regression equation explain the variation in the dependent variable. The coefficient of determination (R2) ranges between 0 and 1. A small coefficient of determination (approaching zero) indicates that the independent variables' simultaneous ability to explain the variation in the dependent variable is very limited. A coefficient of determination (R2) approaching one indicates that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

Table 2. Coefficient of Determination (R2).

Model Summary[b]

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.971[a]	.942	.936	.51132	.942	170.465	2	21	.000

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPSS Processed Results Edition 25, primary data processing.

Based on Table 2 above, the coefficient of determination (R2) is 0.942, or 94.2%. This indicates that the independent variables, consisting of price (X1) and productivity (X2), explain 94.2% of the dependent variable, farmer welfare (Y), with the remaining 5.8% explained by other variables not included in this research model.

b. Partial Test (t-Test)

The t-test (partial test) was used to determine whether the variables, palm oil price and productivity, had a significant effect on farmer welfare. The test criteria used were comparing the calculated t with the t-table based on a significance level of 0.05 and two-sided with degrees of freedom df (n-k-1) = 24-2-1 = 21 (n is the number of data points and k is the number of independent variables). Therefore, the t-table obtained from the statistical table was 1.720, or 1 unit. If thitung < ttabel then H0 is accepted, whereas if thitung > ttabel then H0 is rejected.

Table 3. Partial Test (t-Test).

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.533	3.246		3.364	.001
	X1	.273	.142	.272	1.924	.024
	X2	.708	.140	.713	5.046	.000

a. Dependent Variable: Y

Source: SPSS Processed Results Edition 25, primary data processing.

Furthermore, based on the t-test results in Table 3 above, the effect of each independent variable on the dependent variable can be explained as follows:

a. The palm oil price variable (X1) has a calculated t-value greater than the t-table value (1.924 > 1.720) and a significance level less than 0.05 (0.02 < 0.05). This indicates that the palm oil price variable has a partial significant effect on farmer welfare.

b. The productivity variable (X2) has a calculated t-value greater than the t-table value (5.046 > 1.720) and a significance level less than 0.05 (0.000 < 0.05). This indicates that the productivity variable has a partial significant effect on farmer welfare.

c. Simultaneous Test (F Test)

The simultaneous test (F test) is used to simultaneously test the significance of the influence of the price and productivity variables on farmer welfare. This test uses the

Fisher method statistical test tool (F test) at a significance level of 0.05. The test criteria are by comparing F count with F table which can be known by calculating df-1 (total number of variables-1) = 3-1 = 2, and df2 (n-k-1) = 24-2-1 = 21 (n is the number of data and k is the number of independent variables), so that the F table obtained from the statistical table is 3.07 one unit. If F count > F table then H0 is rejected, and if F count < F table, then H0 is accepted. Based on the results of statistical testing (ANOVA Test / F Test) can be seen in the table below as follows.

Table 4. F Test (Anova).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.135	2	44.567	170.465	.000[b]
	Residual	5.490	21	.261		
	Total	94.625	23			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Source: SPSS Processed Results Edition 25, primary data processing.

Based on the results of table 13 above, the Fcount value is obtained = 170.465 one unit with a significance level of 0.000, while the Ftable value dfl = 2 and df = 21 is obtained 3.07 one unit from the statistical table. This means that Fcount > Ftable (170.465 > 3.07) with a significance level of 0.000 < 0.05. So the calculation shows that the price and productivity variables together have a significant influence on farmer welfare.

The Effect of Palm Oil Prices and Productivity on the Welfare of Palm Oil Farmers in Andabia Village, Anggaberi District, Konawe Regency.

The results of this study indicate that palm oil prices and productivity influence the welfare of palm oil farmers in Andabia Village. This is evidenced by the calculated F-value of 170.465 (one unit) and the F-value of 3.07, with a significance level of 0.000 < 0.05. This means that the calculated F-value is greater than the F-value (170.456 > 3.07). This calculation indicates that palm oil price and productivity simultaneously influence the welfare of palm oil farmers. The R2 determinant test in this study yielded a determinant value of 0.942 (one unit). This means that the contribution of palm oil price and productivity to the welfare of palm oil farmers is 94.2%, while the remaining 5.8% is explained by other variables not included in this research model.

Based on the results of the analysis that has been done previously, it can be seen that of the three significant variables, it turns out that the price and productivity variables together have an influence on the welfare of oil palm farmers in Andabia Village, Anggaberi District, Konawe Regency. This research is also in line with the research conducted by Almasdi Syahza in 2019 with the title The Effect of Palm Oil Price Determination on the Welfare of Farmers in Pantai Cermin Village, Tapung District, Kampar Regency, stating that the influence of palm oil prices on the welfare of farmers has a positive and significant influence.

5. Conclusion and Limitations

The influence of palm oil price variable on the welfare of palm oil farmers is 0.02 one unit with a calculated t value greater than the t table value (1.924> 1.720) and a significance level smaller than 0.05 (0.02 <0.05). This shows that the palm oil price variable partially has a significant effect on the welfare of palm oil farmers in Andabia Village, Anggaberi District, Konawe Regency. The influence of productivity variable on the welfare of palm oil farmers is 0.000 one unit, with a calculated t value greater than the t table value (5.046> 1.663) and a significance level smaller than 0.05 (0.000 <0.05). This shows that the productivity variable partially has a significant effect on the welfare of palm oil farmers in Andabia Village, Anggaberi District, Konawe Regency. The influence of palm oil price and productivity variables together or simultaneously has a significant influence on the welfare of palm oil farmers. From the F test, the results of the calculation of F count> F table (170,465> 3.07) with a significance level of 0.001 <0.05. So the calculation shows that the price and

productivity variables together have a significant influence on the welfare of farmers in Andabia Village, Anggaberi District, Konawe Regency.

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