

DAFTAR PUSTAKA

- Abisatyo Aryo Widagdo. (2012). Analisis Faktor Pembentuk Keputusan Pembelian Pada ponsel Nokia (Studi Kasus Pada Mahasiswa Fakultas Ekonomika dan Bisnis Undip Semarang). In *Diponegoro Journal of Management* (Vol. 1, Issue 1).
- Adams, A., Osei-Amponsah, C., & Jumpah, E. T. (2020). Analysing the determinants, constraints and opportunities of smallholder farmers' access to input markets: evidence from northern Ghana. *Journal of Agribusiness and Rural Development*, 56(2), 133–143. <https://doi.org/10.17306/j.jard.2020.01286>
- Aker, J. C. (2011). Dial “A” for agriculture: A review of information and communication technologies for agricultural extension in developing countries. *Agricultural Economics*, 42(6), 631–647. <https://doi.org/10.1111/j.1574-0862.2011.00545.x>
- Ali, A., Beshir Issa, A., & Rahut, D. B. (2020). Adoption and Impact of the Maize Hybrid on the Livelihood of the Maize Growers: Some Policy Insights from Pakistan. *Scientifica*, 2020. <https://doi.org/10.1155/2020/5959868>
- Ali, B., Baluch, N., & Udin, Z. M. (2015). The Moderating Effect of Religiosity on the Relationship between Technology Readiness and Diffusion of E-Commerce. *Modern Applied Science*, 9(12), 52. <https://doi.org/10.5539/mas.v9n12p52>
- Årethun, T., & Bhatta, B. P. (2012). Contribution of Rural Roads to Access to- and Participation in Markets: Theory and Results from Northern Ethiopia. *Journal of Transportation Technologies*, 02(02), 165–174. <https://doi.org/10.4236/jtts.2012.22018>
- Augusty, T. . (2000). *structural Equation Modelling*. 11(1), 1–5.
- Aulia Isnaini Putri. (2014). Dampak Kebijakan tarif impor terhadap pasar jagung di indonesia. *Journal of Agriculture, Resource, and Environmental Economics*, 2, 68–80.
- Basuki, H. G. S. (2018). *Persepsi Petani Terhadap Atribut Produk Benih Jagung Manis Di Kecamatan Junrejo, Kota Batu*. <http://repository.ub.ac.id/id/eprint/161646/>
- Bekele, F., & Bekele, I. (2019). Social and Environmental Impacts on Agricultural Development. In *Environmental and Agricultural Informatics* (Issue November). <https://doi.org/10.4018/978-1-5225-9621-9.ch059>
- Brinanti, B., Wahab, Z., Widiyanti, M., & Rosa, A. (2021). influence of product quality on the purchase decision of NPK retail non subsidy fertilizer at iwidjaja Palembang in the South Sumatra Region. *International Business, Economics & Management*, 4(4), 494–501. [10.21744/ijbem.v4n4.1814](https://doi.org/10.21744/ijbem.v4n4.1814)
- 23). Manajemen Pemasaran (Perspektif Digital Marketing). In *ase of the Skin Clinical Dermatology*.



- Delgado, L., & Stoorvogel, J. J. (2022). Role of soil perception and soil variability by smallholder farmers in the low adoption rates of extension packages in Central America. *Journal of Rural Studies*, 93(June), 92–103. <https://doi.org/10.1016/j.jrurstud.2022.05.009>
- Dercon, S., & Christiaensen, L. (2011). Consumption risk, technology adoption and poverty traps: Evidence from Ethiopia. *Journal of Development Economics*, 96(2), 159–173. <https://doi.org/10.1016/j.jdeveco.2010.08.003>
- Dewi, F. M., Sulivyo, L., & Listiawati. (2022). Influence of Consumer Behavior and Marketing Mix on Product Purchasing Decisions. *APTISI Transactions on Management (ATM)*, 6(2), 151–157. <https://doi.org/10.33050/atm.v6i2.1737>
- Doss, C. R. (2006). Analyzing technology adoption using microstudies: Limitations, challenges, and opportunities for improvement. *Agricultural Economics*, 34(3), 207–219. <https://doi.org/10.1111/j.1574-0864.2006.00119.x>
- Estevam, D. de O., & Santos, M. J. dos. (2018). The challenges of concentration in the agricultural product supply chain: a study of Producer Organizations in Portugal. *International Journal of Advanced Engineering Research and Science*, 5(10), 208–218. <https://doi.org/10.22161/ijaers.5.10.28>
- Feder, G., Just, R. E., & Zilberman, D. (1985). Adoption of agricultural innovations in developing countries: a survey. *Economic Development & Cultural Change*, 33(2), 255–298. <https://doi.org/10.1086/451461>
- Fernando, W. M., Thibbotuwawa, A., Perera, H. N., Nielsen, P., & Kilic, D. K. (2024). An integrated vehicle routing model to optimize agricultural products distribution in retail chains. *Cleaner Logistics and Supply Chain*, 10, 100137. <https://doi.org/10.1016/j.clscn.2023.100137>
- Giller, K. E., Witter, E., Corbeels, M., & Tittonell, P. (2009). Conservation agriculture and smallholder farming in Africa: The heretics' view. *Field Crops Research*, 114(1), 23–34. <https://doi.org/10.1016/j.fcr.2009.06.017>
- Goyal, M. (2020). Basmati rice contract farming trends, challenges and opportunity for bayer. ~ 1644 ~ *Journal of Pharmacognosy and Phytochemistry*, 9(5), 1644–1651. <https://doi.org/10.13140/RG.2.2.15171.02081>
- Greenhalgh, T., Robert, G., Macfarlane, F., Bate, P., & Kyriakidou, O. (2004). Diffusion of innovations in service organizations: Systematic review and recommendations. *Milbank Quarterly*, 82(4), 581–629. <https://doi.org/10.1111/j.0887-378X.2004.00325.x>
- Gresnantya, S. (2013). Pengaruh Brand image Terhadap Loyalitas Pelanggan. *Skripsi Univ Brawijaya, Malang*, 3(1).
- Hashemi, S. M., & Damalas, C. A. (2010). Farmers' perceptions of pesticide effects on the importance of pest management practices. *Journal of Sustainable Agriculture*, 35(1), 69–85. <https://doi.org/10.1080/10440046.2011.530511>
- ssa, F. O., Aderinoye-Abdulwahab, S., Adefunke, A. F., Umeh, bonse, E. B. (2022). Promoting uptake and integration of climate ure technologies, innovations and management practices into



- policy and practice in Nigeria. *International Journal of Climate Change Strategies and Management*, 14(4), 354–374. <https://doi.org/10.1108/IJCCSM-09-2021-0101>
- Jain, A., & Rathore, R. (2023). Farmer Buying Behaviour toward Major Agri-inputs-Finding from Fazilka District of Punjab. *Economic Affairs (New Delhi)*, 68(3), 1373–1378. <https://doi.org/10.46852/0424-2513.3.2023.3>
- Juscus, V., & Sneideriene, A. (2014). the Research of Social Values Influence on Consumption Decision Making in Lithuania. *Economics and Management*, 18(4), 793–801. <https://doi.org/10.5755/j01.em.18.4.5062>
- Kotler, P. ., & Keller, K. L. (2021). (2021). Marketing management (15th ed.). Pearson Education. In *Energies* (Vol. 13, Issue 4).
- Kurniawati, I. (2008). 050801313.pdf.
- Kusuma, C. (2016). *Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Benih Jagung Pioneer* (Issue May).
- Larson & Mbowa, 2004. (2004). This document is discoverable and free to researchers across the globe due to the work of AgEcon Search . Help ensure our sustainability . a c t o r s I n f l u e n c i n g P r i c e o f A g r i c u l t u r a l P r o d u c t s a n d S t a b i l i t y C o u n t e . *AgEcon Search*, 18. file:///F:/Spec 2/Traffic Delay Model.pdf
- Li, G., & Zhang, H. (2024). The Efficiency and Challenges of E-Commerce Logistics in Enhancing Market Access for Agricultural Products in Rural China. *Law and Economy*, 3(2), 31–43. <https://doi.org/10.56397/le.2024.02.07>
- Lichtenstein, D. R., Burton, S., & Netemeyer, R. G. (1997). An examination of deal proneness across sales promotion types: A consumer segmentation perspective. *Journal of Retailing*, 73(2), 283–297. [https://doi.org/10.1016/S0022-4359\(97\)90007-5](https://doi.org/10.1016/S0022-4359(97)90007-5)
- Liebe, U., Andorfer, V. A., Gwartney, P. A., & Meyerhoff, J. (2014). Ethical Consumption and Social Context : Experimental Evidence from Germany and the United States. *University of Bern Social Sciences Working Paper No. 7*, 41(7), 0–48.
- Lopez-Prado, J. L., Gonzalez-Sanchez, J. W., Velez, J. I., & Garcia-Llinas, G. A. (2022). Reliability Assessment in Rural Distribution Systems with Microgrids: A Computational- Based Approach. *IEEE Access*, 10, 43327–43340. <https://doi.org/10.1109/ACCESS.2022.3166508>
- Maina, M. (2024). An Assessment of the Factors Influencing Farmers' Access to Markets in Some Selected Local Government Areas in Kaduna State, *International Journal of Agricultural Economics*, 9(2), 41–45. [10.11648/j.ijae.20240902.11](https://doi.org/10.11648/j.ijae.20240902.11)
- Al, E., Floridi, A., Pande, S., Bhattacharyya, M., Young, S., Villar, er, S. (2024). The effects of agricultural output market access on agricultural, socio-economic, food security, and nutrition low- and middle-income countries: A systematic review. *Campbell*



Systematic Reviews, 20(2). <https://doi.org/10.1002/cl2.1411>

- Nurbaiti, S., Syakir, F., & Susilowati, D. (2020). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Petani Memilih Usahatani Jagung Manis Hibrida di Desa Bocek Kecamatan Karangploso Kabupaten Malang. *Jurnal Sosial Ekonomi Pertanian Dan Agribisnis*, 8(1), 1–6.
- Prasetio&Suharnomo, H., Manajemen, J., Petra, P., Santoso, L. R., Japariato, E., Pemasaran, P. M., Petra, U. K., & Siwalankerto, J. (2019). 132440-ID-pengaruh-relationship-marketing-terhadap. *Jurnal Studi Manajemen Dan Organisasi*, 6(2), 1–18.
- Pratiwi, N., & Azka, B. P. (2021). Pengaruh Marketing Mix terhadap Keputusan Pembelian Bibit Tanaman pada Kawasan Lubuk Minturun Kota Padang. *Jurnal Ekobistek*, 9(2), 77–84. <https://doi.org/10.35134/ekobistek.v9i2.74>
- Putro, B. (2016). *ANALISIS POSITIONING MERK BENIH JAGUNG HIBRIDA_1.pdf*.
- Rachmawati, R. (2011). Peranan Bauran Pemasaran (Marketing Mix) terhadap Peningkatan Penjualan. *Jurnal Kompetensi Teknik*, 2(2), 143–150.
- Ramlawati, & Murniati, S. (2023). The Influence of Product Quality and Price on Purchasing Decisions. *Journal of Management Research and Studies*, 1(1), 86–94. <https://doi.org/10.61665/jmrs.v1i1.29>
- Rona Dwi Hidayah. (2020). Analisis Faktor-Faktor yang Mempengaruhi Pengambilan Keputusan Petani Jagung (Zea mays). *Skripsi Univ Brawijaya, Malang*, 11(2).
- Rutsaert, P., Donovan, J., & Kimenju, S. (2021). Demand-side challenges to increase sales of new maize hybrids in Kenya. *Technology in Society*, 66(June), 101630. <https://doi.org/10.1016/j.techsoc.2021.101630>
- Rutsaert, P., Donovan, J., Murphy, M., & Hoffmann, V. (2024). Farmer decision making for hybrid maize seed purchases: Effects of brand loyalty, price discounts and product information. *Agricultural Systems*, 218(May), 104002. <https://doi.org/10.1016/j.agsy.2024.104002>
- Santika, N., Anik, S., & Titin, A. (2014). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PENGAMBILAN KEPUTUSAN ANDONGSARI KECAMATAN AMBULU KABUPATEN JEMBER (Studi Kasus Kemitraan Usahatani Benih Kacang Panjang dengan PT . Benih Citra Asia , Sukorejo Sumber Wringin likelihood tanpa peubah bebas. *Berkala Ilmiah Pertanian*, x(x), x–x.
- Serrano, T., & Ariza, P. (2013). Assessing farmers ' vulnerability to climate change : a case studv in. *Core.Ac.Uk*, 1, 94. <https://ddd.uab.cat/record/115706>



es, F. J. H. M., & van Trijp, H. C. M. (2017). Seed producer in the Ethiopian seed sector and their role in seed supply A review. *Journal of Crop Improvement*, 31(3), 323–355. 10.1080/15427528.2017.1303800

M. (2023). Behavioural Aspects of Investment Decisions on s of the Polish Association of Agricultural and Agribusiness

