

THE INFLUENCE OF THE PRICE OF THE FRESH FRUIT BUNCHES PALM OIL TOWARD THE PALM OIL FARMERS WELFARE AT BANTAN SUB-DISTRICT BENGKALIS

Student Name : **Rahmini**
Registration Number :
Advisor : Teguh Widodo, S.Sos., M.SM., M.Rech., CIIQA
Student Institue : State Polytechnic of Bengkalis

ABSTRACT

This research aims in analyze the influence of the price fresh fruit bunches of palm oil on the welfare of farmers. The benefit of this study is to determine the extent of changes in palm oil prices on farmers' welfare, besides that farmers are more observant in caring for and reducing expenditures in caring for oil palm land so that agricultural productivity and palm oil prices are in line with farmers' expectations. This of research is a type of associative research with questionnaire method. The data analysis technique used is multiple linear analysis with the help of SPSS software. The amount of influence between the palm oil price (X) on welfare of palm oil farmers(Y) simultaneously can be seen from the magnitude of the correlation between the variables of price and welfare of palm oil farmers with the squared (R square) variable of welfare of palm oil farmers. The coefficient of determation is defined as the square of the correlation coefficient squared then multiplied by100%. Based on the result of the analysis R square = 0.81 which means that 81% variables price can affect the variable of welfare of palm oil farmers and 19% other variable that affect outside of this study.

Keywords: *price, welfare of palm oil farmers*