

ABSTRACT

NILGIA AUGUSTA PEREIRA DOS SANTOS DE ARAUJO. The Factors that Influenced Coffee Farmer's Decision Making In Choosing Coffee Beans Selling Types in Cooperativa Cafe Timor (CCT) Company in Ermera District Timor-Leste. Supervised by Indah Widowati and Budiarto.

The purpose of this research are: Under to analys coffee farmers profit who sell white celled coffee beans through a profit analysis. The met how that analys factors that influenced farmer's decision to determine coffee beans selling types through a logit analysis. Based on the result, it could be known that red celled coffee profit selling during 2012 years were US\$ 195.669,65 red celled coffe and white celled coffee were US\$ 137.854,00. It meant that red celled coffee farming business was more profitable than white celled coffee farming business. Bassed on a logit regression analysis result namely: red celled coffee beans production, urgently needed farmers needs, productive-aged family members number, income outside of farming business, and farmers domestic expenditure each had value of 0,034, 0,039, 0,048, 0,019. This could be concluded that red celled coffee beans production, urgently needed farmers needs, productive-aged family members number, income outside of farming business, and farmers domestic expenditure significantly affected farmers decision in selling red celled coffee beans and white celled coffe beans. Besides, most affecting variables in the farmers decision to sell red celled coffee beans and white celled coffee beans in Ermera District was an urgent farmer needs decision variables with value of 1.295.

Keywords: Selling, Farmer's Decision, Coffee.