

Analysis of Factors Affecting the Income of Durian Farmers in Buloh Durian Plantation, Kuta Makmur District

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ABSTRACT

This study aims to analyze the factors that affect the income of durian farmers, especially the influence of land area, production amount, selling price, production costs, and labor on the income received. This study uses a quantitative approach with an associative descriptive nature, combining primary data obtained through interviews and questionnaires to 76 respondent farmers selected by simple random sampling technique, as well as secondary data from related agencies. Data analysis was carried out using multiple linear regression, equipped with classical assumption tests, partial tests, and simultaneous tests. The results of the study showed that simultaneously all the production factors studied had a significant effect on the income of durian farmers. Partially, the amount of production and selling price had a positive and significant effect, production costs had a negative and significant effect, while land area and labor did not have a significant effect on the income of durian farmers.

INTRODUCTION

Agriculture is a fundamental sector that is the backbone of the economies of developing countries, including Indonesia. This sector not only serves as a source of food for the community, but also as a main source of income for most rural populations. The Central Statistics Agency (BPS) noted that Indonesia's agricultural sector absorbs more than 29 percent of the national workforce and makes a significant contribution to the Gross Domestic Product (GDP), so that the success of agricultural development has a direct impact on improving the welfare of farmers and reducing poverty in rural areas.

In the national agricultural structure, the horticulture subsector occupies an increasingly strategic position as public demand for fresh fruit products increases. Among the various leading horticultural commodities, durian (*Durio zibethinus* Murr.) is known as the "king of fruits" in the Southeast Asian region and has a very high economic value. National durian production continues to increase consistently and the demand for durian fruit, both in domestic and international markets (China, Singapore, Thailand, and Malaysia), continues to grow rapidly, opening up great opportunities for durian farmers to increase their income (Agus & Susanto, 2018).

Aceh Province is one of the leading durian production centers on the island of Sumatra. Aceh's geographical and agroclimatic conditions in the form of fertile volcanic soil, fairly high rainfall, and variations in altitude greatly support the optimal growth and production of durian. Kuta Makmur District in North Aceh Regency is one of the areas with great potential in the development of this commodity, characterized by the existence of the Buloh Durian Plantation which has long been the mainstay of the economy of the local farming community and is known as a high-quality durian producing area.

Table 1. Land Area and Durian Production in Kuta Makmur District in 2021–2025

Year	Land Area (Ha)	Number of Farmers (KK)	Production (Tons)	Production Value (Rp Million)
2021	715	265	1.876	7.504
2022	748	278	2.053	8.623
2023	789	291	2.195	9.757
2024	819	304	2.312	11.098
2025	847	312	2.456	12.345

Source: North Aceh Regency Agriculture Office, 2025

Based on Table 1, the land area and durian production in Kuta Makmur District show a consistent upward trend during the 2021–2025 period. However, the increase in production is not always followed by a proportional increase in farmers' income, because it is still influenced by price fluctuations, differences in the mastery of production factors, and inefficient management of farming costs. During the harvest season, the supply of durian is abundant but the price tends to drop drastically, while in the off-season durian harvest becomes scarce and the price is high but farmers do not have products to sell, thus causing income uncertainty for farmers.

The income of durian farmers is basically a resultant of various interrelated production factors. Land area is the most basic production factor because the larger the land managed, the greater the durian production potential produced, although the relationship is not always linear because it depends on management efficiency (Setiadi & Gafaruddin, 2023). The amount of production directly determines the volume of durian that can be sold to the market, so it is the main component of farmers' total revenue. Selling prices at the farmer level are the main determining factor that directly affects the amount of income, but farmers' bargaining positions are often weak due to dependence on middlemen and limited access to market information.

Production costs including the purchase of fertilizers, pesticides, labor wages, and equipment depreciation also determine the amount of net income received by farmers, while labor measured in Working People's Day (HOK) is crucial in ensuring the timeliness of maintenance and harvesting. Previous research on the determinants of farmer income has shown mixed and sometimes contradictory results between study areas, so specific empirical research on the location of the Buloh Durian Plantation is still needed as a scientific basis for the formulation of targeted farmer empowerment policies. Based on the description above, this study aims to analyze the factors that affect the income of durian farmers in the Buloh Durian Plantation, Kuta Makmur District, especially the influence of land area, production amount, selling price, production costs, and labor, both partially and simultaneously, on the income received by farmers.

LITERATURE REVIEW

Durian Farming Income

Agribusiness science examines farmers' strategies in allocating, organizing, and coordinating production factors land, capital, labor, and managerial ability optimally in order to produce agricultural output with high usable value (Soekartawi, 2002). The main indicator of agricultural success is the amount of net farm income received by farmer households. Mathematically, farming income (Pd) is calculated from the difference between total revenue (Total Revenue/TR) and total production cost (Total Cost/TC) during a harvest season, with TR being the result of the ratio between the amount of production and the selling price (Hernanto, 2006).

Land Area

Land tenure has a close relationship with the scale of durian production. The larger the productive land used, the higher the capacity of the durian tree population, which has the potential to directly double the total production volume (Setiadi & Gafaruddin, 2023). However, the relationship between land area and income is not always linear because it is highly dependent on the efficiency of managing other production inputs.

Production Quantity

The amount of production is the amount of durian harvest obtained by farmers from cultivated gardens in one harvest season. High production will increase the number of durians that can be sold, thus having a direct effect on the amount of total income and income of farmers (Rukmana, 2010).

Selling Price

The selling price is the rupiah value received by farmers for each unit of durian sold to buyers or collectors. The selling price is influenced by the quality of the fruit, the time of sale, and the bargaining power of farmers against buyers. A higher selling price will increase farmers' receipts and have a direct impact on increasing income (Soekartawi, 2006).

Production Costs

Production costs include all expenses used by farmers in durian farming activities, both fixed costs and variable costs, such as the purchase of fertilizers, pesticides, labor wages, and equipment depreciation during one planting season. High production costs without being balanced by technical efficiency will reduce farmers' net income (Mubyarto, 2004).

Workforce

Labor is measured in units of Working Days (HOK) used by farmers in durian maintenance, fertilization, and harvesting activities. The allocation of skilled and efficient labor in the maintenance and post-harvest process can increase productivity, but excessive use of labor without an increase in output will actually increase the cost burden and decrease income (Mosher, 1985).

The Relationship between Land Area and Durian Farmers' Income

The larger the land cultivated, the larger the capacity of the durian tree population so that the scale of production increases and has the potential to encourage higher income (Setiadi & Gafaruddin, 2023). However, the varied land ownership structure between farmers can cause a gap in production capacity and income received by each farmer.

The Relationship between Production Amount and Durian Farmers' Income

The abundant volume of durian production directly increases the quantity of commodities that are ready to be sold to the market, thereby optimizing the total income of farmers. In line with the theory of farming's income ($Pd = TR - TC$), increasing the amount of production without a proportional increase in costs will increase farmers' net income (Hernanto, 2006).

The Relationship between Selling Price and Durian Farmers' Income

If the selling price of durian at the farmer level increases or stabilizes at a high level, the net profit margin per kilogram will increase, which has a direct impact on increasing farmers' income. However, in many cases, farmers are in a weak bargaining position due to their dependence on middlemen as intermediaries to the wider market (Soekartawi, 2006).

The Relationship between Production Costs and Durian Farmers' Income

Increasing expenditure on production inputs, such as fertilizers, pesticides, and other means of production, which is not balanced with technical efficiency, will increase the operating burden thereby reducing the net income received by farmers (Mubyarto, 2004). Production cost efficiency is the main key in maximizing the profits of durian farming.

The Relationship between Labor and Durian Farmers' Income

The allocation of skilled and efficient labor in the maintenance process until post-harvest will increase productivity and have a positive impact on income. However, if the use of labor is over-employed without an increase in output, it will increase wage costs and reduce the net income of farmers (Mosher, 1985).

Previous Research

Some previous studies relevant to this research topic are presented in Table 2 below.

Table 2 Previous Research on Farmers' Income Factors

No	Researcher/Year	Title	Method	Key Results
1	Nasution (2020)	Analysis of Durian Farmers' Income in Langkat Regency	Multiple Regression	The area of land and the number of trees have a significant effect
2	Putri & Harahap (2021)	Faktor-Faktor yang Mempengaruhi Pendapatan Petani Durian Musang King	OLS	Dominant market access affects revenue
3	Ramadhan dkk. (2022)	Efficiency of Local Durian Farming in Aceh Besar	Stochastic Frontier + Tobit	Farming experience improves technical efficiency
4	Sari & Wahyuni (2023)	Analysis of Profitability of Durian Farming in North Sumatra	R/C Ratio	Durian farming is profitable with $R/C > 2$
5	Hidayat & Rahman (2024)	Determinants of Income of South Aceh Durian Farmers	Linear Regression	Fertilizers and labor have a significant positive effect
6	Sutaminingsih & Sujana (2020)	Analysis of Factors Affecting Durian Farming Income	Linear Regression	Land area, production, and prices

				have a significant effect
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Source: Various previous studies (processed), 2026

Frame of Mind

Durian farmers' income is the result obtained from farming activities after deducting production costs. The high and low income of farmers is influenced by land area (X1), amount of production (X2), selling price (X3), production costs (X4), and labor (X5) as independent variables to the income of durian farmers (Y) as a bound variable, both partially and simultaneously.

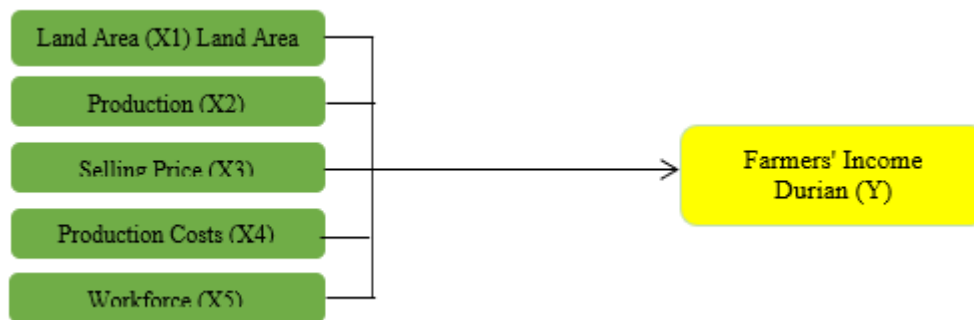


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative approach with associative descriptive properties. The quantitative approach was chosen because this study aims to measure and analyze the relationship and influence between independent variables (land area, amount of production, selling price, production cost, and labor) on the bound variable, namely durian farmers' income, through statistically processed numerical data. The data used consisted of primary data obtained directly from respondent farmers through interviews and questionnaires, as well as secondary data from the North Aceh Regency Agriculture Office and the Central Statistics Agency (BPS).

This research will be carried out at the Buloh Durian Plantation, Kuta Makmur District, North Aceh Regency, Aceh Province in 2026. The research population is all durian farmers who are actively cultivating durian plantation land in the location, which is 312 households. The number of samples was determined by the Slovin formula at a margin of error of 10%, namely $n = N / (1 + N.e^2) = 312 / (1 + 312 \times 0.1^2) = 75.73 \approx 76$ respondents. The sampling technique used was simple random sampling, so that each member of the population has the same chance of being selected as a respondent.

Data collection techniques were carried out through observation, interviews, questionnaires, and documentation. Data analysis was carried out using descriptive analysis to describe the characteristics of respondents and research variables, followed by classical assumption tests (normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test) to ensure that the regression model is the Best Linear Unbiased Estimator (BLUE). Furthermore, multiple linear regression analysis is carried out with the equation:

$$Y = a + b^1X^1 + b^2X^2 + b^3X^3 + b^4X^4 + b^5X^5 + e$$

Where Y is the durian farmer's income, a is constant, b1–b5 is the regression coefficient of each independent variable, X1 is the land area, X2 is the amount of production, X3 is the selling price, X4 is the cost of production, X5 is labor, and e is the standard error. Hypothesis testing is carried out through partial tests (t-test), simultaneous tests (F-tests), and determination coefficients (R²), with the help of the Statistical Package for the Social Sciences (SPSS) computer statistical application program.

RESEARCH RESULT

Data analysis in this study was carried out using the multiple linear regression method on 76 durian farmer respondents. Before the analysis was carried out, several stages of testing were first carried out as a prerequisite test (classical assumption test).

Normality Test Results

The results of the normality test are:

Table 3. Kolmogorov-Smirnov Normality Test Results

Test Statistics	Value
Kolmogorov-Smirnov Z	0,065
Asymp. Sig. (2-tailed)	0,888

Source: Data Processing Results, 2026

The results of the normality test showed an Asymp value. Sig. (2-tailed) of 0.888 > 0.05, so that the residual regression model was declared to be normally distributed and the normality assumption was met.

Autocorrelation Test Results

The autocorrelation test was used to determine whether there was a correlation between the interference error in a given period and the previous period. The Durbin-Watson value obtained in this study was 1.719, which is close to the number 2 ($du < d < 4-du$), so it can be concluded that the regression model in this study does not contain autocorrelation problems.

Multicollinearity Test Results

The results of the calculation of the multicollinearity test in this study can be seen in the following Table 4:

Table 4. Multicollinearity Test Results

Variabel	Tolerance	VIF	Description
Land Area (X1)	0,054	18,44	Indicated multicollinearity
Production Quantity (X2)	0,073	13,74	Indicated multicollinearity
Selling Price (X3)	0,955	1,05	Free of multicollinearity
Production Cost (X4)	0,149	6,73	Free of multicollinearity
Workforce (X5)	0,980	1,02	Free of multicollinearity

Source: Data Processing Results, 2026

The results of the multicollinearity test showed that the variables of Selling Price, Production Cost, and Labor had a tolerance value of > 0.1 and $VIF < 10$ so that they were free from multicollinearity. However, the variables of Land Area and Production Amount were indicated to have multicollinearity (VIF 18.44 and 13.74), which is agronomically reasonable because larger land tends to produce greater production.

Heteroscedasticity Test Results

The results of the heteroscedasticity test with the Glejser Test approach can be seen in Table 5 below:

Table 5. Results of the Heteroscedasticity Test (Glejser Test)

Variabel	Sig.	Keterangan
Land Area (X1)	0,178	Heteroscedasticity-free
Production Quantity (X2)	0,177	Heteroscedasticity-free
Selling Price (X3)	0,446	Heteroscedasticity-free
Production Cost (X4)	0,349	Heteroscedasticity-free
Workforce (X5)	0,903	Heteroscedasticity-free

Source: Data Processing Results, 2026

The results of the heteroscedasticity test showed that all independent variables had a significance value above 0.05 (ranging from 0.177–0.903), so that the regression model was declared free of heteroscedasticity or its residual variance was homogeneous.

Multiple Linear Regression Test Results

The results of data analysis on the influence of land area, production amount, selling price, production costs, and labor on the income of durian farmers in the Buloh Durian Plantation can be seen in Table 6 below:

Table 6. Multiple Linear Regression Analysis Results

Variable	Coefficin (B)	Std. Error	t count	Sig.
Constant	-14.120.000	1.090.000	-13,000	0,000
Land Area (X1)	-52.000	751.000	-0,069	0,945
Production Quantity (X2)	6.579,86	676,70	9,723	0,000
Selling Price (X3)	2.011,67	132,21	15,216	0,000
Production Cost (X4)	-0,832	0,133	-6,262	0,000
Workforce (X5)	7.853,61	7.667,98	1,024	0,309

Source: Data Processing Results, 2026

Based on Table 6 above, the multiple linear regression equations obtained are as follows:

$$Y = -14,120,000 - 52,000X_1 + 6,579.86X_2 + 2,011.67X_3 - 0.832X_4 + 7,853.61X_5 + e$$

From the above equation, it can be explained that:

- A constant value of -14,120,000 means that if the land area, amount of production, selling price, production costs, and labor are considered zero, then the income of durian farmers is negative Rp14,120,000 (this value is theoretical, not real conditions in the field).
- The land area coefficient (X1) is -52,000, meaning that if the land area increases by 1 Ha with another variable fixed (*ceteris paribus*), then the income of durian farmers will decrease by Rp52,000, although this effect is not statistically significant.
- The coefficient of the amount of production (X2) is 6,579.86, which means that if the amount of production increases by 1 Kg, then the income of durian farmers will increase by Rp6,579.86, *ceteris paribus*.
- The selling price coefficient (X3) is 2,011.67, which means that if the selling price increases by Rp1 per Kg, then the income of durian farmers will increase by Rp2,011.67, *ceteris paribus*.
- The production cost coefficient (X4) is -0.832, meaning that if the production cost increases by Rp1, then the income of durian farmers will decrease by Rp0.832, *ceteris paribus*.
- The labor coefficient (X5) is 7,853.61, meaning that if the outflow of labor increases by 1 HOK, then the income of durian farmers tends to increase by Rp7,853.61, although this effect is not statistically significant.

Partial Test Results (t-test)

Hypothesis testing was carried out with a t-test at a confidence level of 95% ($\alpha = 0.05$). With $n = 76$, $k = 5$, $df = 70$, a table t-value of 1.994 was obtained.

Table 7. Partial Test Results (t-test)

Variabel	t hitung	t tabel	Sig.	Description
Land Area (X1)	-0,069	1,994	0,945	H1 rejected
Production Quantity (X2)	9,723	1,994	0,000	H2 accepted
Selling Price (X3)	15,216	1,994	0,000	H3 accepted
Production Cost (X4)	-6,262	1,994	0,000	H4 accepted

Workforce (X5)	1,024	1,994	0,309	H5 rejected
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Source: Data Processing Results, 2026

- The land area (X1) was obtained t calculated as -0.069 with a significance level of 0.945 and t table 1.994. This means that t calculated < t table was $-0.069 < 1.994$, so that the land area did not have a significant effect on the income of durian farmers in the Buloh Durian Plantation.
- The amount of production (X2) obtained t calculation of 9.723 with a significance level of 0.000. The value of t calculated > t table is $9.723 > 1.994$, meaning that the amount of production has a positive and significant effect on the income of durian farmers.
- The selling price (X3) was obtained t calculated at 15.216 with a significance level of 0.000. The value of t calculated > t table was $15.216 > 1.994$, meaning that the selling price had a positive and significant effect on the income of durian farmers.
- Production cost (X4) obtained t calculated at -6.262 with a significance level of 0.000. The value |t calculated| > t table is $6.262 > 1.994$, meaning that production costs have a negative and significant effect on the income of durian farmers.
- Labor (X5) obtained t calculation of 1.024 with a significance level of 0.309. The value of t calculated < t table is $1.024 < 1.994$, meaning that labor does not have a significant effect on the income of durian farmers.

Simultaneous Test Results (F Test)

The results of the simultaneous test (F test) with a significance level of 5%, $df_1 = 5$ and $df_2 = 70$, obtained F of the table of 2.35, as seen in the following Table 8:

Table 8. Simultaneous Test Results (F Test)

Model	F count	F tabel	Sig.
Regression	160,500	2,35	0,000

Source: Data Processing Results, 2026

The results of the F test obtained an F value of 160,500 with a significance level of 0.000, while the F table was 2.35. Because F calculated > F table and the Sig. value $0.000 < 0.05$, H_0 was rejected. This means that simultaneously (together) the land area, the amount of production, the selling price, production costs, and labor have a significant effect on the income of durian farmers in the Buloh Durian Plantation, so that the regression model built is valid and feasible to use.

Determination Coefficient (R^2) Test Results

The results of the correlation coefficient (R) and the determination coefficient (R^2) can be seen in the following Table 9:

Table 9. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square
1	0,959	0,920	0,914

Source: Data Processing Results, 2026

Based on the results of the study, the correlation coefficient (R) of 0.959 (95.9%) showed that land area, amount of production, selling price, production costs, and labor had a very strong relationship with the income of durian farmers. The Adjusted R Square value of 0.914 (91.4%) showed that the five independent variables were able to explain the variation in durian farmers' income by 91.4%, while the remaining 8.6% was explained by other variables outside this research model, such as weather and climate conditions, pest and disease attacks, market access, and farmers' negotiation skills.

DISCUSSION

The Influence of Land Area on the Income of Durian Farmers in Buloh Durian Plantation

The land area does not have a significant effect on the income of durian farmers in the Buloh Durian Plantation. This can be seen from the results of the statistical test that t calculates the land area of -0.069 is much smaller than the t of table 1.994 with a significance of 0.945. The land area coefficient of -52,000 also indicates that the mere increase in land area, without an increase in productivity, does not necessarily increase farmers' income. The insignificance of the influence of land area is suspected to be because the influence has been "absorbed" by the variable amount of production, as shown by the indication of multicollinearity between the two variables (VIF land area 18.44 and total production 13.74). The varied land ownership structure between farmers, with an average land area of 2.29 Ha, also shows that the success of farming is determined more by the intensity of land management (number of productive trees, fertilization, and maintenance) than simply the area of land controlled.

The results of this study are not in line with the findings of Nasution (2020) which shows that land area has a significant effect on the income of durian farmers in Langkat Regency, but in line with the view that the efficiency of land management determines agricultural results more than the land area itself (Setiadi & Gafaruddin, 2023). Implicitly, increasing land area is not a top priority for farmers in the Buloh Durian Plantation; efforts to increase income will be more effective if it is focused on intensifying existing land.

The Effect of Production Amount on the Income of Durian Farmers in Buloh Durian Plantation

The amount of production has a positive and significant effect on the income of durian farmers. This is evidenced by the calculated t value of 9.723 which is much larger than the t table of 1.994 with a significance of 0.000. The coefficient of 6,579.86 shows that every 1 kg increase in production will increase farmers' income by Rp6,579.86, *ceteris paribus*. The elasticity value of the amount of production to income is also relatively elastic, which means that farmers' income is very responsive to changes in production volume. This finding is in line with the theory of farming's income ($Pd = TR - TC$), where total revenue (TR) is the result of the ratio between the amount of production and the selling price (Hernanto, 2006), and is consistent with the research results of Nasution (2020) and Hidayat & Rahman (2024) which show that physical production factors have a significant effect on the income of durian farmers. Implicitly, farmers need to

prioritize increasing the productivity of durian plants through improving cultivation techniques, balanced fertilization, and intensive care to encourage increased income.

The Effect of Selling Price on the Income of Durian Farmers in Buloh Durian Plantation

The selling price has a positive and significant effect on the income of durian farmers, with a t calculation of 15,216 (Sig. 0.000) which is the highest value among all independent variables, making selling price the most dominant variable in this study model. The coefficient of 2,011.67 shows that every increase of Rp1 in the selling price per kilogram will increase the farmer's income by Rp2,011.67. These results are in line with the research of Putri & Harahap (2021) which found that market access and selling prices greatly affect the income of Musang King durian farmers. Facts in the field show that durian farmers in the Buloh Durian Plantation are often in a weak bargaining position against collectors due to limited access to market information and lack of post-harvest storage facilities. Therefore, strengthening farmer institutions through farmer groups or cooperatives is an important strategy to strengthen bargaining positions and obtain better selling prices.

The Effect of Production Costs on the Income of Durian Farmers in Buloh Durian Plantations

Production costs have a negative and significant effect on the income of durian farmers, with a t calculation of -6.262 (Sig. 0.000). A coefficient of -0.832 shows that every increase in production costs of Rp1 will reduce farmers' income by Rp0.832, ceteris paribus. Although inelastic, the influence of production costs remains statistically significant, confirming the importance of cost efficiency in durian farming management. This finding is consistent with Mubyarto (2004) who emphasized that increasing production costs without being balanced by technical efficiency will erode the farmer's income margin. The average production cost of the respondent farmers was Rp7,098,297 per harvest season, with a wide variation between farmers, showing that there are opportunities for efficiency through the appropriate use of fertilizers and pesticides and the optimal utilization of family labor.

The Influence of Labor on the Income of Durian Farmers in Buloh Durian Plantation

Labor had no significant effect on the income of durian farmers, with a calculated t of 1.024 (Sig. 0.309) which was smaller than the table t of 1.994. Although the coefficient had a positive value (7,853.61), the effect was not statistically significant. The insignificance of the influence of labor is thought to be caused by variations in the efficiency of labor use between farmers, where the large number of Working Days (HOK) is not always directly proportional to the increase in productivity and income (Mosher, 1985). This can also happen because most of the labor used is family labor that is not economically accounted for, so the variation is not reflected proportionally in the income received. The implication is that the addition of labor is not a top priority; what is more

important is the increase in efficiency and work scheduling at critical stages such as fertilization and harvesting.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research on the factors that affect the income of durian farmers in the Buloh Durian Plantation, Kuta Makmur District, it can be concluded that:

- a. The land area does not have a significant effect on the income of durian farmers in the Buloh Durian Plantation, which is suspected to be represented by the variable amount of production.
- b. The amount of production has a positive and significant effect on the income of durian farmers; the higher the amount of production, the higher the income received by the farmers.
- c. Selling price has a positive and significant effect on the income of durian farmers, and is the most dominant variable among all independent variables studied.
- d. Production costs have a negative and significant effect on the income of durian farmers; the higher the production cost, the lower the net income received by farmers if it is not offset by an increase in production and selling prices.
- e. Labor does not have a significant effect on the income of durian farmers, which is suspected to be caused by variations in the efficiency of labor use between farmers.
- f. Simultaneously, land area, amount of production, selling price, production costs, and labor have a significant effect on the income of durian farmers in the Buloh Durian Plantation, with the value of F calculated (160,500) much greater than the F of the table (2.35) at a significance of 0.000.
- g. The five independent variables in this study have the ability to explain their influence on durian farmers' income of 91.4% (Adjusted R Square). The remaining 8.6% is influenced by other variables outside this research model, such as weather and climate conditions, pest and disease attacks, market access, and farmers' negotiation skills.

Based on the results obtained above, the following things can be suggested:

- a. Durian farmers in the Buloh Durian Plantation are expected to focus more attention on increasing production volume through improving cultivation techniques, fertilizing the right type, dose, time, and method, as well as effective pest and disease control, considering that the amount of production has been proven to have a positive and significant effect on income.
- b. Farmers are advised to join and be active in farmer groups or cooperatives to strengthen the bargaining position in determining selling prices, considering that selling price is the most dominant variable that affects income.

- c. Farmers need to implement production cost efficiency, for example through the use of fertilizers and pesticides as needed and the optimal use of family labor, considering that production costs have a negative and significant effect on income.
- d. The North Aceh Regency Agriculture Office and the Kuta Makmur District Government are expected to provide continuous guidance and counseling related to durian cultivation techniques, facilitate market access and farmer institutions, and encourage easy access to production facilities to help farmers reduce production costs without sacrificing the quality and quantity of crops.

ADVANCED RESEARCH

For the next researcher, it is recommended to add other variables that are suspected to influence the income of durian farmers, such as weather and climate conditions, access to financial institutions, as well as the ability to negotiate and access to farmers' market information, and consider the use of alternative analysis techniques to address the indication of multicollinearity between land area and production amount.

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