ABSTRACT

The purpose of this study was to determine the factors that influence the interest of farmers in developing goat farming businesses in Dewantara District. The analysis method used was binary logistic regression with SPSS software. The results of the study showed that simultaneously, factors of experience, education, age, pesticides and seed prices had a significant effect on the interest of farmers in developing goat farming businesses in Dewantara District. While partially, experience had a significant value of 0.017 and age had a significant value of 0.001, meaning that both variables had a significant effect on the interest of goat farmers in Dewantara District, while the variables of education and seed prices had no significant effect on the interest of goat farmers in Dewantara District.

Keywords: influencing factors, breeder interest, goat farming business.