

ABSTRACT

Economic growth is essential in Indonesia during globalization, not only in the industrial sector but also in agriculture. One of the agricultural subsectors that offers benefits is coffee plantations. Central Aceh Regency has the largest arabica coffee plantation in Aceh Province, with an area of 49,835 hectares and a production of 35,255 tons in 2022, with an average yield of 813kg/ha. One cooperative that plays an important role in Pegasing District is the Baitul Qiradh Cooperative (KBQ) Baburrayyan, which offers eight variants of ground coffee consisting of seven arabica variants and one robusta variant. These coffee variants include premium, specialty, peaberry, longberry, honey, wine coffee, wild luwak, and robusta. The Arabica Honey ground coffee is a flagship variant that ranked third in 2023 and is the only ground coffee that experienced a price increase in 2023 at KBQ Baburrayyan. The purpose of this research is to identify the factors that influence the sales volume of honey ground coffee at the Baitul Qiradh Baburrayyan Cooperative in the Pegasing District of Central Aceh Regency. The method used in this study is a quantitative method, and the data collected in the field were analyzed using SPSS with multiple linear regression model. The results of this study indicate that production, distribution, promotion, and price collectively have a significant effect on the sales volume of honey ground coffee, while individually, the factors that significantly influence the sales volume are production and distribution, whereas promotion and price do not have a significant impact on the sales volume of honey ground coffee.

Keywords: Baitul Qiradh Cooperative (KBQ) Baburrayyan, Production factors, Honey Arabica ground coffee.