

## ABSTRACT

The phenomenon of land conversion of Siamese orange plantations is rife in a number of areas of Besitang District. This condition is indicated by a significant decrease in the area of Siamese orange plantations, many farmers are choosing to cut down Siamese orange plants and replace them with oil palm commodities which are considered more profitable. The aim of this research is to analyze what factors influence the decision to change the function of Siamese orange land in Besitang District, Langkat Regency. The research method used is a survey method with questionnaire tools. Sampling used the accidental method to obtain a sample size of 80 respondents. Data were analyzed using logistic regression analysis using SPSS software. The results of the research show that the variables level of education, experience, land area, price of Siamese oranges and productivity simultaneously have a significant influence on farmers' decisions to convert Siamese orange land in Besitang District, Langkat Regency. The variables of education level, land area and price of Siamese oranges partially have a significant influence on farmers' decisions to convert Siamese orange land in Besitang District, Langkat Regency.

**Keywords** : influencing factors, land conversion decisions, Siamese oranges, spss