

ABSTRACT

This research was carried out in Riseh Tunong Village, Riseh Teungoh Village, Riseh Baroh Village and Kubu Village, Sawang District, North Aceh Regency in May 2024. Sawang District has a phenomenon, namely a decrease in areca nut prices, resulting in a very low income obtained by farmers. This study aims to analyze the effect of the decrease in areca nut prices on farmers' income in Sawang District, North Aceh Regency. The method used is the Multiple Linear Regression method using the SPSS 22 application. The result of the multiple linear regression equation from the study is $Y = -1648648.231 + 401.685 X_1 + 2337.152 X_2 + 208544.818 X_3 + 0.888 X_4 + 52995.104 X_5$. The value of the determination coefficient (R^2) of 0.982 or equal to 98.2% of the influence of price, production, land area, maintenance costs and labor is able to explain the income variables of areca nut farmers, while the remaining 1.8% is influenced by other variables outside the model. The results of the F test simultaneously variables such as price, production, land area, maintenance costs and labor have a significant effect on farmers' income. The results of the T test partially showed that the variables of price, production, and maintenance costs had a significant effect on farmers' income, while the variables of land area and labor did not have a significant effect on farmers' income.

Keywords: Decrease in areca nut prices, farmers' income