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Analysis Factor Which Influence Sale Volume at Tuberose Business in Pekoren Village Pasuruan Regency

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A B S T R A C T

Indonesia is an agricultural country producing high-value commodities like tuberose flowers, known for their unique fragrance. However, farmers face challenges such as price fluctuations and limited market access. This study analyzes factors influencing tuberose sales volume, farming feasibility, and marketing constraints in Pekoren Village, Rembang District, Pasuruan, East Java. Conducted from March to September 2024, it employs a descriptive method using observation, interviews, and economic analysis. Purposive sampling selected 50 farmers, and multiple linear regression examined production, demand, and selling price effects. Revenue-cost (R/C) analysis assessed feasibility, revealing an R/C ratio of 3.75, confirming profitability. Production and demand positively impact sales, but price fluctuations remain a challenge. Additionally, 61% of farmers depend on middlemen, while only 39% engage in online sales. Policy recommendations include expanding e-commerce, strengthening cooperatives, and implementing price stabilization strategies. Further research should explore broader market trends to enhance tuberose farming sustainability.

Keywords: *Agribusiness, Demand, Tuberose*
JEL Classification Code: *P23, Q02, Q11, Q13*

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INTRODUCTION

Indonesia is agriculture country which produce kind of industry products and agricultural comodity. In Indonesia that are three kinds of agriculture cultivate comodity, which is estate comodity, food comodity, and horticulture comodity. Decorative plants are the main agricultural comodity. Tuberoses are one of the various agricultural comodity that have high sale value. Tuberoses have a specific special aroma this is why tuberoses have much consument and have high demand values in the markets. Tuberose have many benefits like medicate infuelnza, rematic, and can be stress decrease with aroma (Pabiaran, 2023). To fulfill consument demand and stability of production, planing of marketing is needed. Tuberoses belong one of flowers which have darting progress. This reason make tuberose have much cultivation from bussninessman as cut flower with high demand. In Indonesia, ornamental plants in the form of sedap malam flowers have been cultivated by farmers in 29 provinces (Rahayu, Marveldani, & Siti Novridha Andini, 2018), one of which is growing rapidly in Rembang District, Pasuruan Regency, East Java. Night sedge flowers have become one of the leading icons in Pasuruan Regency. Demand for Sedap Malam flowers is high, but as a result of the COVID-19 pandemic, it has decreased. After a long decline in demand for night sedge flower demand, in June the demand for flowers increased due to the season of people getting married.

Starting from 2018, the production data of night sedge flowers showed 89,464,441 stalks produced in Pasuruan Regency. In 2019, the production of night sedge flowers increased to 90 million, with production reaching 90,091,503 stalks, while in 2020 the production of night sedges experienced a fairly drastic decline due to the impact of the Covid-19 pandemic, which made the production and productivity of night sedge flowers experience a drastic decline, reaching 87,179,429 stalks. In 2021, supper flower farmers in Pasuruan Regency did not want to give up what happened in 2020; the production figures for supper flowers increased to 90,152,677 stalks. In 2022, the night sedge flower still shows its potential with production figures reaching 90,920,343 stalks.

Kecamatan Rembang, Kabupaten Pasuruan be the one of another centra tuberose farming that have potential to growth. Production of tuberose in 2022 achieve 76.693.541 flower stalk, previously in 2021 just 72.433.471 flower stalk with Roro anteng variety. Roro anteng variety is one of another type of tuberose. In research of Firgiyanto (2021) Roro anteng variety is supermacy variety cause this variety have durability to growth in bad condition. In tuberose farming business have several things that can influence tuberose sale volume, that is production value and demand. Production can influence the price of products, and this phenomenon can affect the number of consumen demand to tuberose products. More high consumen demand to tuberose products affect to higher volume of tuberose sale (Agusta, 2019). Facts about tuberose cultivation that can benefit in a long time are because the farmers can't make an excellent product. The farmer prefer to sale tuberose in rare products (Novita et al., 2023) +Achievement of tuberose farming business visible by high or low sale volume rate. Because of that, to create tuberose farming business that can be successful and profit so it can be main income in Desa Pekoren Kecamatan Rembang, this research needs to do to find the factors can affect to sale volume in tuberose farming business. This reseacrh aim to identify characteristic of tuberose farmer in Desa Pekoren Kecamatan Rembang Kabupaten Pasuruan, to analys affect of production, demand and price to sale volume of tuberose in Desa Pekoren Kecamatan Rembang Kabupaten Pasuruan and to analys eligibility of tuberose farm-

ing business in Desa Pekoren Kecamatan Rembang Kabupaten Pasuruan.

Rembang District in Pasuruan Regency is one of the tuberose farming centers that has full potential to be developed. The increase in tuberose flower production is due to the large number of tuberose flower farmers in Pekoren Village, Rembang District, Pasuruan Regency, which has created competition between farmers. The tight level of competition requires proper marketing, because it will be directly related to the profits obtained. The current phenomenon is that tuberose flower farmers directly sell their flowers to collectors at low prices and collectors distribute them directly to consumers with high profits, so that farmers only get a small profit because the purchase price from collectors is low.

According to previous research (Adawiyah, 2017), tuberose flowers are only developed through farming partners such as local Gapoktan or directly through ornamental plant markets that generate direct income. Market opportunities for ornamental tuberose plants need to be developed slowly and comprehensively so that farmers' income and welfare increase. In order to increase farmers' income and welfare, it is necessary to increase the sales volume of tuberose farming businesses. This is because the higher the sales volume of tuberose flowers, the more farmers' income will increase (Huriyandah, 2020).

Sales volume is a benchmark that indicates a decrease or increase in sales and can be expressed in units, liters, kilos, or tons (Fitriani & Darmansah, 2019). In the tuberose flower farming business, there are several things that can affect the sales volume of the tuberose flower. One of the factors that affects the sales volume of tuberose flowers is production. Production will affect the selling price of the product and will affect the amount of consumer demand for tuberose flowers. In addition to production factors, there is demand that can affect the sales volume of tuberose flowers. This is because the higher the consumer demand for tuberose flower products, the higher the sales volume of tuberose flowers will be.

The selling price of tuberose flowers can also affect sales volume. Where the selling price will affect purchasing decisions and this will have an impact on the sales volume of tuberose flowers (Agusta & Astuti, 2019a). The success of the tuberose flower farming business is certainly marked by the high or low sales volume. Therefore, in order to realize the tuberose flower farming business that can be expected to become the backbone of the regional economy in Pekoren Village, Rembang District, research is needed to determine the factors that influence sales volume in the tuberose flower farming business.

METHODOLOGY

This research implemented on March – September 2024 in Desa Pekoren, Kecamatan Rembang, Kabupaten Pasuruan, Jawa Timur. This research used descriptive analys methods with interview and observation. Data analys implemented properly qualitative and quantitative. Qualitative analys implemented for studied tuberose farm bussines. Quantitative analys implemented to find out receipt number, income, and collection data of tuberose farm bussnines. The methods of this research as follows:

Descriptive Analys

Identify characteristic of tuberose use descriptive analys to find information about farmers and characterictic tuberose agribussines in Desa Pakoren Kecamatan Rembang Kabupaten Pasuruan.

Multiple Linier Regression

Multiple Linier Regression use to analyze correlation from several idependent variabels. That can make predictions about average value independent variabels based on independent variabels value outside sample range. Multiple linier reggerssion analys use mathematic models

as follows:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$$

where Y is sale volume, α is constanta, β is regression coefficient of independent variabel, X1 is production/mounth, X2 is demand/mounth, X3 is product price and *e* is error.

Eligibility Farm Bussines Analys

Eligibility Farm Bussines Analys used to find out eligibility of tuberose farm bussines. Eligibility Farm Bussines Analys implemented by count cost analys, receipt analys and R/C Ratio analys with formulation as follow:

$$\frac{R}{C} = \frac{total\ revenue}{total\ cost}$$

Multiple Regression Analysis

This study employs multiple linear regression analysis to examine the relationship between sales volume (dependent variable) and three independent variables: production, demand, and selling price. Multiple regression is used because it allows for the estimation of the impact of multiple independent variables on a dependent variable simultaneously. The regression equation used in this study is as follows:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + e$$

where

Y is Sales volume of tuberose (flower stalks), α is constant (intercept), B_1, B_2, B_3 is regression coefficients of the independent variables, X_1 is production per month (flower stalks), X_2 is demand per month (flower stalks), X_3 is selling price per flower stalk (IDR) and *e* is Error term

After ensuring the assumptions are met, the regression model is estimated using Ordinary Least Squares (OLS) regression. The coefficient significance is tested using the t-test, while the overall model significance is evaluated using the F-test. The model's explanatory power is determined by the R-squared (R^2) value, which indicates the proportion of variation in sales volume explained by the independent variables. By applying these regression assumptions and validation techniques, the study ensures robust and reliable results in determining the factors affecting tuberose sales volume in Pekoren Village.

The regression model is said to be feasible if the significance number in ANOVA is <0.05. The predictor used as an independent variable must be feasible. This feasibility is known if the Standard Error of Estimate <Standard Deviation. The regression coefficient must be significant. Testing is done by t-test. The regression coefficient is significant if t count> t table (critical value). In IBM SPSS it can be replaced by using the significance value (sig) with the provisions If sig <0.05; the regression coefficient is significant, if sig> 0.05; the regression coefficient is not significant. Multicollinearity should not occur, meaning that there should be no correlation between independent variables that is too high or too low. This requirement only applies to multiple linear regression with more than one independent variable. Multicollinearity occurs if the correlation coefficient between independent variables is > 0.10 or < 0.10 e. Autocorrelation does not occur if: the D-W number is between -2 and +2.

RESULTS AND DISCUSSION

Tuberose Cultivation

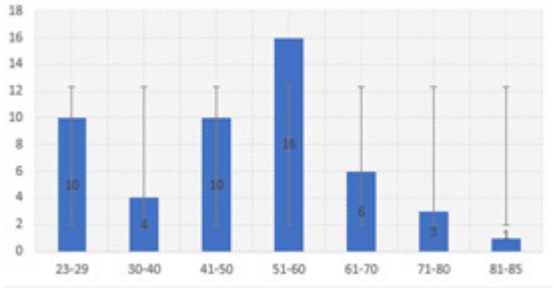
Desa Pekoren is a village location in Kecamatan Rembang Kabupaten Pasuruan East Java, Indonesia. One of the livelihood in Desa Pekoren it is tuberose farming business. Cultivation of tuberose deal with some problem that are: 1) when summer come, water in this village unable to provide sufficient land, 2) low seed quality and 3) pest and diseases attack and 4)

price fluktuation in market. This problem affects quality and quantity of tuberose. Half of tuberose farmers in kabupaten Pasuruan are affected from price fluktuation of tuberose. In the research of Rohibni et al (2023) fluktuation price of tuberose affect because sale product of tuberose in rare model and depend on specific events. Price of tuberose in Kabupaten Pasuruan range at Rp600-2.500,00/ flower stalk. If the tuborese have sale outside Pasuruan can get very high pricetag in Rp5.000,00/ flower stalk.

Characteristic Tuberose Farmer in Desa Pekoren

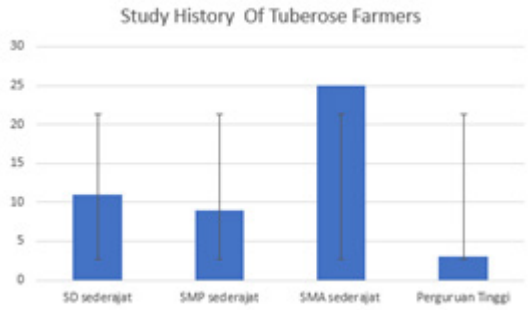
Arum (2019) show that productive age for work Indonesia have range at 15-64 years old. Productive age affects self ability in carrying out his duties. Productive age aims to the physical and mental abilities of humans. Because of that, productive age can determine succes and stability of the worker. Analisys result of characterictic of tuberose farmer age in Desa Pekoren, Kecamatan Rembang, Kabupaten Pasuruan find in figure 1.

Data in Figure 1 indicates the characteristic age of tuberose in Desa Pekoren Kecamatan Rembang Kabupaten Pasuruan for averang belong to productive age. This can be interpreted that the tuberose flower farming business has an opportunity to develop its business becaus e farmers who are of productive age have the ability to absorb business information so that they have an interesting and fairly good strategy in developing their business. Characteristic age of tuberose with hight percentage is in productive age at 51-60 years old with number 32%. In research of Zahidah (2020) range of productive age in specific area can be positive value for development of an area that can be the foundation of village development and progress.



Source: Data processed (2024)

Figure 1.
Charcteristic Age Productive of Tuberose Farmer



Source: Data processed (2024)

Figure 2.
Study History of Tuberose Farmers in Desa Pekoren

Moreover, for the farmer class, age is one of the supporting factors for the running of a good cultivation business. Cultivation of tuberose flowers requires energy and good physical condition as well as knowledge of technology that is continuously renewed for the sake of sustainable cultivation by following the development of the times. Educational history is a very important reason for the progress of a sector. In (Figure 2.) know that characteristic student history of tuberose farmer in Desa Pekoren.

Data in figure 2 it is known that the characteristics of tuberose farmers have the highest level of education of high school or equivalent with a percentage of 52% and the lowest level of education is at university with a percentage of 6%. Based on this table, it can be interpreted that farmers in Pekoren Village, Rembang District, Pasuruan Regency are aware of the importance of education. The existence of obstacles in the form of funds for farmers in the village has resulted in only a few farmers continuing to college. Education is important to support economic growth. Education is directly connected to the expansion of knowledge. In research of According to Kurdi (2023) Knowledge is something that can be received continuously to form an innovation, idea, and thought about something, knowledge can not only be obtained from official educational institutions, but can be helped by the existence of a community. This certainly requires the support and participation of farmers in supporting the running of a community that is expected to be a place to exchange ideas. Moreover, the cultivation of tuberose flowers has high economic prospects in Indonesia.

Based on Figure 1, it can be seen that the age characteristics of tuberose farmers in Pekoren Village, Rembang District, Pasuruan Regency are on average included in the productive age. This can be interpreted that the tuberose farming business has the opportunity to develop its business because farmers who are of productive age have the ability to absorb business information so that they have an attractive and fairly good strategy in developing their business. The characteristics of tuberose farmers have the highest age of tuberose farmers aged 51-60 years with a percentage of 32% while the lowest age is 81-85 years with a percentage of 2%. Farmers aged 51-60 years are currently still unfamiliar with the use of smartphones in inputting information and marketing tuberose farming businesses.

Impact of Production, Demand, and Sell Price to Tuberose Sale Volume

In Table 1. it can be observed that the results of the multiple linear regression equation are : Y= -2026,029 + 1,121 X1 + (-0,109) X2 + 0.848 X3 + e. This equation means that the constant value is 7194.243, which means that if the variables of production, demand, and selling price are not included in the study, the sales volume of tuberose farming in Desa Pekoren, Kecamatan

Table 1.
Regression Coefficient

Model	Unstandardized Coefficients	Standardized		t	Sig.
	B	Std. Error	Beta		
Constant	7194.243	2755.776		2.611	0.012
Production	0.494	0.165	0.501	3.000	0.004
Demand	0.327	0.120	0.401	2.729	0.009
Selling Price	-2.578	1.067	-0.200	-2.417	0.020

Source: Data processed (2024)

Rembang, Kabupten Pasuruan will decrease in range 7194.243.

The production regression coefficient (X1) of 0.494 is positive, which means that if the production value increases, the sales volume increases. This is in line with Rahmanita's (2019) statement, which states that sales volume determines the volume of product production, which in general determines the amount of production costs. Higher sales volume of a product usually results in higher profit. Conversely, when the sales volume of a product decreases, revenue usually also decreases. According to Prihantara et al. (2015), in their research, they stated that one aspect that should not be overlooked is the availability of products that consumers can obtain easily and quickly whenever they need them. In competing in the market, producers must consider the factor of ease and speed of use for consumers who are their targets. Distribution channels need to be organized properly and regularly so that it can be assumed that the goods produced will be sold as much as possible. Increased sales volume will result in increased profits for night sedge flower farmers.

The demand regression coefficient (X2) of 0.327 is positive, which means that if the demand value increases, the sales volume increases by 0.327. This is in accordance with the statement from Prayitno (2024), which states that the needs and demands of consumers are increasing. This can be used as a measure of how well the community is doing. Due to increased consumer demand, many new businesses in the same industry have sprung up, making competition in this industry even tougher. The ability of businesses to predict consumer behavior is very important in influencing product purchases. How to keep farmers afloat while maintaining stable prices and high-quality products is one of the most crucial issues in farming. Maintaining product quality will increase consumer interest and decision-making. Pricing has a significant impact on sales volume in addition to maintaining product quality, as customers will always consider price before making a purchase. This is necessary to keep them using or buying back products from the company. To ensure that customers are happy and come back to buy our products, we must modify the price according to the merchandise that has been purchased by the customer.

The selling price regression coefficient (X3) of -2.578 is negative, which means that if the selling price value decreases, the sales volume increases by -2.578. This is in line with the statement from Benaiono (2016), which states that price also has an impact on the volume of product sales. If the price of a product is cheap, there will be an increase in the total sales volume of the item, and vice versa; if the price of merchandise rises, after that there is the potential that the merchandise is not purchased by customers. This will also result in a decrease in the sales volume of the goods. The goal of sales volume is to achieve a certain amount of goods sold at a certain price point. In terms of math, the value of sales is calculated by multiplying the number or volume of sales made by the cost of goods per unit sold. Therefore, there are two main factors that influence sales volume, namely the amount and sales price. The greater the number of sales and the high selling price, the greater also the value of sales increases. However, increasing the volume of sales cannot be done by increasing the selling price and volume of sales simultaneously. Given that the selling price and sales amount are two sales quantities. Factors that are linked in an inverse value comparison (Saragih, 2015).

Eligibility of Tuberose Farming Business In Desa Pekoren

According to (Gumilar, 2020), Total Cost is the total cost incurred in carrying out a production consisting of fixed cost and variable cost. Fixed Cost is a cost that

is not affected by the quantity of a decrease or increase in a good or service produced, while variable costs are costs that are affected by the quantity of an increase or decrease in goods or services.

Table 2. shows that the total fixed costs incurred in running a tuberose flower business are Rp1.034.422,31 consisting of equipment payments of Rp43.039,10 land and building tax of Rp339.455,78, and land rent of Rp651.927,43. Total variable costs incurred in running a tuberose flower business are Rp53.983.701,84 consisting of seed payments of Rp1.535.816,33, fertilizers of Rp11.174.183,70, labor of Rp31.889.013,60, medicines of Rp5.209.404,76, and irrigation of Rp4.175.283,45.

Total cost in farming is the sum of the total fixed costs and total variable costs so that the total cost is Rp55.018.123,84.
In order to determine the feasibility of tuberose farming in Pekoren Village, Rembang District, Pasuran Regency, an analysis of income and revenue was carried out as shown in Table 3.

Based on Table 3, the observed of total cost incurred is Rp1.034.422,31 so that the value of the income is Rp206.854.024,94 and the income from the farming business is Rp151.835.900,80. However, time for tuberose cultivation shared on 24 mounth/season. Then, for total income is 6.326.495 Ha/mounth. So to analyze the feasibility of the farming business is obtained from the calculation of the

Table 2.
Cost Analysis

No.	Type of Cost	Cost (Rp)
1.	Fixed Costs	
	Equipment	43.039,10
	PBB	339.455,78
	Land rent	651.927,43
	Total Fixed Cost	**1.034.422,31**
2.	Variable Costs	
	Seeds	1.535.816,33
	Fertilizer	11.174.183,7
	Labor	31.889.013,60
	Drugs	5.209.404,76
	Irrigation	4.175.283,45
	Total Variable Cost	**53.983.701,84**
3.	**Total Cost**	**55.018.123,84**

Source: Data processed (2024)

Table 3.
Cost. Receipt, and Income of Tuberose Farming Business

No.	Description	Unit	Value
1.	Total Fixed Cost	Rp	1.034.422,31
2.	Total Variable Cost	Rp	53.983.701,84
3.	Total Cost	Rp	55.018.123,84
4.	Production	Flower stalk	105.030
5.	Sell Price	Rp	2.000
6.	Receipt	Rp	206.854.024,94
7.	Income	Rp	151.835.900,80

Source: Data processed (2024)

R/C value. R/C in tuberose farming business in Desa Pekoren, Kecamatan Rembang, Kabupaten Pasuruan has an R/C value of 3.75, meaning that for every expenditure of Rp1.00, an income of Rp3.75 is obtained. The results of the R/C analysis of 3.75 in Desa Pekoren, Kecamatan Rembang, Kabupaten Pasuruan be feasible to be cultivated and profitable. In research of Hidayattulloh et al (2024) feasibility analysis of the farming business is carried out to determine whether the fragrant night flower business is worth continuing or not.

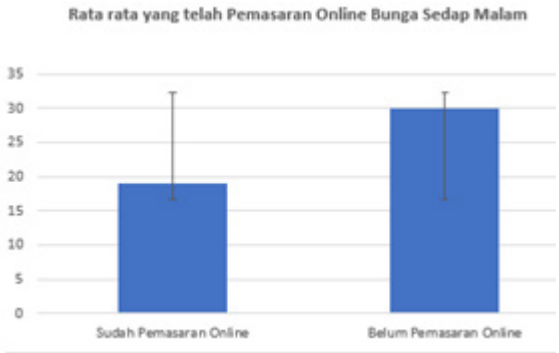
The Constraint Affect to Tuberose Marketing In Desa Pekoren

Marketing of tuberose products in Desa Pekoren, Kecamatan Rembang Kabupaten Pasuruan is currently still carried out offline. While online marketing has not been carried out. Farmers who have not carried out online marketing are at 61% while farmers who have carried out online marketing only have a percentage of 39%. This phenomenon is triggered by the fact that many farmers still sell their crops to middlemen. The reason for this phenomenon is the lack of adequate facilities for transporting the harvest. Farmers usually sell their crops to the nearest traders, or middlemen. Farmers often benefit from the help of middlemen in selling their crops (Imaniar & Brata, 2020). Because of that, a survey was conducted regarding the interest of tuberose farmers in online tuberose marketing training (Figure 3).

Based on Figure 3, the observed average Tuberose farmers in Pekoren Village, Rembang District, Pasuruan Regency

Source: Data processed (2024)

Figure 3.
Averange of Tuberose Farmers Interest to Online Marketing



Source: Data processed (2024)

Figure 4.
Average of Marketing Online at Tuberose Farming Business

are more interested in running online marketing with a percentage of 55%, while for farmers who are not interested in running online marketing, the percentage is 45%. This is because when farmers sell their harvest of tuberose flowers to middlemen, they only get a low selling price. In research of Triawan and Winarti (2023) the average percentage of male farmers is 88% greater than female farmers which is only 12%. This can be interpreted as farmers who are active in managing their farming businesses and have an understanding of e-commerce, namely men. The level of formal education held by farmers also has a major impact on their ability to adapt to new ideas. Higher education has the potential to facilitate farmers' acceptance of new technologies and innovations.

In Figure 4, used of online sales in marketing Sedap Malam flower products in Pekoren Village, Rembang District, Pasuruan Regency, currently there are still many who have not marketed online with a percentage of 61%, while for farmers who have marketed online only have a percentage of 39%. This is because there are still many farmers who sell their crops to middlemen. Lack of adequate facilities for transporting their crops, farmers usually sell their crops to the nearest traders, or middlemen. Farmers often benefit from the help of middlemen in selling their crops (Imaniar and Brata, 2020). Usually, when the agricultural products have entered the harvest season, farmers do marketing to sell their crops. When selling their crops, farmers generally sell them to local traders (middlemen) or do not sell them directly to the corn warehouse, this is because farmers do not have adequate facilities to transport their crops. The presence of middlemen in the lives of farmers often helps farmers to sell their crops.

Acording to (Guritno et al., 2023), the role of local is not limited to helping distributors sell farmers' crops. The middlemen also act as lenders to farmers, providing the necessary agricultural equipment. In this case many farmers are disadvantaged because their harvests are not valued properly. When farmers sell their crops to middlemen, they get low prices. This is because when selling to middlemen, of course, through a long distribution process. The distribution process also involves a large number of agents or trading institutions, which increases the selling price for end consumers. Farmers are forced to sell before harvest, even in certain situations.

Previous studies on tuberose farming and agricultural marketing have emphasized the significant influence of production, demand, and pricing on sales volume. Agusta (2019) highlighted that the success of agricultural businesses, including floriculture, depends heavily on production levels and consumer demand. His research found that higher production capacity leads to increased sales, provided there is sufficient market demand. Similarly, Firgianto (2021) examined the profitability of tuberose farming and identified that stable production and market availability are crucial factors. He found that the Roro Anteng variety of tuberose is particularly resilient in poor growing conditions, making it a preferred choice for farmers looking to ensure consistent yields.

In addition to production and demand, pricing strategies play a key role in determining sales volume. Novita et al. (2023) studied the effects of price fluctuations on flower sales and found that high prices tend to reduce consumer purchases, aligning with the findings of this study. Similarly, Pabiaran (2023) stated that ornamental plant farmers must carefully regulate prices to maintain consumer interest while ensuring profitability. This is particularly relevant in the tuberose market, where flowers are often purchased for ceremonial and decorative purposes, making them sensitive to seasonal price shifts. Suryadi & Wijayanti (2022) further confirmed that price elasticity is a crucial determinant of

sales volume, as flowers with high market demand tend to exhibit moderate price sensitivity.

The findings of these previous studies align with the results of this research, reinforcing the idea that demand and production are the primary drivers of sales volume, while pricing must be strategically managed. By incorporating insights from these studies, tuberose farmers can develop more effective business strategies, balancing production capacity, market trends, and pricing policies to maximize profits. Future research should explore additional factors such as seasonality, transportation costs, and market access to enhance the sustainability of tuberose farming businesses.

To support the sustainability and profitability of tuberose farming, several policy recommendations can be proposed. First, the government and relevant agricultural agencies should facilitate stable market access and price regulation to prevent extreme price fluctuations that negatively impact farmers. Establishing cooperatives or farmer associations can help farmers collectively bargain for better prices and reduce dependency on middlemen. Additionally, providing subsidized agricultural inputs, training on modern cultivation techniques, and financial support can enhance production efficiency and ensure higher yields. Furthermore, market expansion efforts, such as promoting tuberose flowers for export or diversifying their use in cosmetics and herbal medicine, can increase demand and stabilize sales volume in the long term.

Despite the valuable insights gained, this study has several limitations. First, the research is limited to Desa Pekoren, Kecamatan Rembang, Kabupaten Pasuruan, and may not fully represent the conditions of tuberose farming in other regions. Second, the study primarily focuses on production, demand, and pricing factors, without considering other potential influences such as seasonal variations, transportation costs, or climate conditions that could also impact sales volume. Additionally, the study relies on cross-sectional data, which may not fully capture long-term market trends. Future research should include a broader geographical scope, incorporate additional influencing variables, and employ longitudinal data analysis to provide more comprehensive insights into the tuberose farming industry.

CONCLUSIONS

Characteristics of tuberose flower farmers in Desa Pekoren, Kecamatan Rembang, Kabupaten Pasuruan based on age, the highest average age is 51-60 years old with a percentage of 32%. Characteristics based on education level, the highest average is at the high school level with a percentage of 52%. As well as the millennial generation aged 23-29 by 20% as the next generation of farming.

Production, Demand and Selling Price have a positive effect on the sales volume of tuberose flower farming in Pekoren Village, Rembang District, Pasuruan Regency. Feasibility of Tuberose Farming in Pekoren Village, Rembang District, Pasuruan Regency produces a total income of IDR 6.326.495,86 /Ha/month and produces an R/C value of 3.75, meaning that for every expenditure of IDR 1.00, an income of IDR 3.75 is obtained. This means that it is feasible and profitable.

The obstacles faced by farmers in marketing tuberose products in Pekoren Village, Rembang District, Pasuruan Regency are that there are still many farmers whose marketing uses conventional methods/direct middlemen so that farmers get low selling prices. Lack of adequate facilities so that it is only marketed on big days such as holidays, religious ceremonies, weddings, and others. Farmers who have marketed online are only 39%, but for farmers' interest in marketing, the percentage is 55% and interest in online marketing

training is 51%.

Farmers are expected to be able to maintain the tuberose flower farming business because economically it has provided greater benefits for Pekoren Village, Rembang District, Pasuruan Regency. The government through related agencies is expected to be able to hold or improve online tuberose flower marketing training in Pekoren Village, Rembang District, Pasuruan Regency.

This study has several limitations that need to be considered. First, the scope of the study area is limited to Pekoren Village, Rembang, Pasuruan, so the results do not necessarily reflect the broader conditions of the tuberose market. Second, other factors that may affect sales volume, such as weather, government policies, and transportation costs, have not been analyzed in depth. Third, the purposive sampling method with 50 respondents may limit the generalization of the research results. In addition, reliance on interview and observation data may lead to subjective bias.

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