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STRUCTURE AND VALUE DISTRIBUTION IN THE MARKETING CHAIN OF SMALLHOLDER ARABICA COFFEE IN SOUTH TAPANULI REGENCY

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Abstract

Smallholder Arabica coffee in South Tapanuli Regency has strong potential as a leading commodity; However, farmers face persistent challenges, including weak bargaining power and unequal value distribution along the marketing chain. This study aims to analyze the structure of the Arabica coffee marketing chain, examine farmers' perceptions of the marketing system, and identify factors influencing farmers' income. The research was conducted from February to March 2026 in Simanosor, within the Darul Mursyid Islamic Boarding School (PDM) area, South Tapanuli Regency. A quantitative descriptive method was applied using purposive sampling of 30 Arabica coffee farmers. Data analysis included descriptive analysis of the marketing chain, Likert scale measurement for farmers' perceptions, and multiple linear regression to determine income-influencing factors. The results indicate that all farmers sell their harvest as red cherries, with an average price of IDR 17,450/kg and an average annual net income of IDR 103,516,667. Farmers' perceptions of the marketing system are categorized as very positive, with an average score of 4.91 out of 5. Regression analysis reveals that selling price and production volume significantly affect farmers' income, while cooperative access and price information access do not. The model's R^2 value of 0.741 shows that 74.1% of income variation is explained by the variables. These findings highlight the importance of improving productivity and stabilizing farm-gate prices to enhance farmers' income.

Keywords: arabica coffee, farmers' income, marketing chain, South Tapanuli, value distribution

INTRODUCTION

Indonesia is one of the world's leading coffee producers, ranking fourth after Brazil, Vietnam, and Colombia, with an average annual production of 750,860 tons between 2017 and 2021 (Agriculture, 2023). This strategic position makes coffee a leading commodity in the plantation subsector, contributing significantly to the national economy, both as a source of foreign exchange, a provider of employment, and as a source of income for millions of farmers, as well as a driver of regional-based agribusiness development (Syifa et al., 2025). Of the total national production, approximately 27.16% is Arabica coffee, covering an area of more than 251,000 hectares, of which approximately 96.15% is cultivated by smallholder plantations involving approximately 1.9 million families (Agriculture, 2022). The dominance of these smallholder plantations demonstrates the crucial role of Arabica coffee in supporting the household economy of small-scale farmers in Indonesia (Destiadi, 2025).

One of the regions with significant Arabica coffee production potential is South Tapanuli Regency in North Sumatra Province. In 2021, this region had 4,804 hectares of Arabica coffee plantations, with total production reaching 2,514 tons (BPS, 2022). Arabica coffee production centers are spread across several sub-districts, such as Sipirok, Arse, Saipar Dolok Hole, Biru, Marancar, and East Angkola, most of which are managed by smallholder farmers using traditional cultivation systems (Siregar and Nasution, 2025). Sipirok Arabica coffee has even received a Geographical Indication certificate from the Ministry of Law and Human Rights of the Republic of Indonesia and has penetrated international markets, including Taiwan, Germany, and Japan (Antara, 2021). However, Arabica coffee farmers in this region still face various structural problems, including low productivity due to old plants, limited implementation of Good Agricultural Practices (GAP), limited access to post-harvest technology, and the weak bargaining position of farmers in the marketing system, which results in low selling prices at the farm level (Kansrini et al., 2020).

In this context, understanding the structure of the marketing chain and value distribution is crucial. Farmers, as the primary actors in the upstream sector, are often at a disadvantage in the marketing chain, making them the most vulnerable to price fluctuations and inefficient market practices (Lingga and Rijanta, 2014). The length of the distribution chain also has direct implications for farmer welfare, as the longer the marketing chain, the smaller the proportion of value received by farmers, which ultimately increases the risk of poverty (Lingga and Rijanta, 2014). Therefore, value chain analysis is crucial for identifying opportunities for increasing added value at each link, particularly at the farmer level, who generally only sell products in the form of dry beans or beans without further processing (Pranata and Marianti, 2019). A comprehensive study of the marketing chain structure and value distribution mechanisms is essential for formulating strategies to sustainably improve farmer welfare (Rofi, 2018).

Several previous studies have examined the Arabica coffee marketing chain in various regions in Indonesia with diverse approaches and findings. Wirda (2025) found that in the Gayo Arabica coffee value chain in Central Aceh Regency, actors such as cooperatives, exporters, and roasters play a dominant role in determining prices, quality standards, and trade practices. Meanwhile, Nesia (2024) identified six patterns of Arabica coffee marketing flows in Bandung Regency involving various actors from upstream to downstream. Yusuf (2023) emphasized the importance of strengthening producer institutions and developing human resources to increase the efficiency of Arabica coffee production and distribution in Garut Regency. However, these studies have not specifically examined the characteristics of the smallholder Arabica coffee marketing system in South Tapanuli Regency.

Numerous studies have also been conducted on value distribution and marketing margins. Malenda (2023) showed that marketing channels with the smallest margins actually provide the largest proportion of income for farmers, making marketing chain efficiency a key factor in improving welfare. Furthermore, Wijaya and Hermawan (2025) identified that the trend in global coffee value chain research is moving towards a more holistic approach, considering economic, social, and environmental dimensions. Ibnu (2023) also emphasized the importance of strengthening the position of farmers through innovation in product, process, and function aspects within the value chain. However, these studies have not yet deeply explored the value distribution mechanisms in the specific context of smallholder Arabica coffee.

Other research in North Sumatra shows that price transmission and entrepreneurial factors influence the performance of the coffee sector. Nasution and Rahmanta (2022) found dynamic price transmission between farmers and marketing institutions in North Tapanuli Regency. Saragih and Harmain (2021) identified internal and external factors influencing the entrepreneurial performance of Arabica coffee farmers in Simalungun Regency. Meanwhile, Immanuel and Situmeang (2017) demonstrated that coffee significantly contributes to the local economy through a distribution chain involving various actors. However, these studies have not comprehensively addressed the marketing chain structure and value distribution within the smallholder Arabica coffee system in South Tapanuli Regency.

Based on the above description, a clear research gap exists: the absence of a specific and comprehensive study analyzing the marketing chain structure and value distribution mechanisms within the smallholder Arabica coffee system in South Tapanuli Regency. Therefore, this study aims to analyze the structure of the smallholder Arabica coffee marketing chain, describe farmers' perceptions of the marketing system, and identify factors influencing farmer income. The results of this study are expected to contribute to the formulation of strategies to improve marketing efficiency and the welfare of Arabica coffee farmers in a sustainable manner.

RESEARCH METHODOLOGY

This research was conducted in February – March 2026 in the Simanosor area, within the Darul Mursyid Islamic Boarding School (PDM) area, South Tapanuli Regency. The research location was selected purposively, considering that the area is a center for smallholder Arabica coffee production and is actively involved in marketing activities. The data used in this study consisted of primary and secondary data. Primary data were obtained through a questionnaire survey of Arabica coffee farmers, while secondary data were collected from the Central Statistics Agency (BPS) of South Tapanuli Regency, the Department of Agriculture, and various literature relevant to the research topic. Respondents were selected using a purposive sampling technique based on the criteria of farmers who have been active in Arabica coffee farming and marketing activities for at least the past year (Sugiyono, 2022). Based on these criteria, the sample size for this study was set at 30 Arabica coffee farmers. Primary data collection was conducted through a structured questionnaire containing information on selling prices, production volume, access to cooperatives, access to price information, coffee quality, farmers' net income, and farmers' perceptions of the marketing system. Data analysis was conducted using a quantitative descriptive

approach with the assistance of SPSS version 26 software. The marketing chain structure was analyzed descriptively to identify product and information flow patterns from the farmer level to the first marketing institution. The analysis was limited to the first marketing institution due to limited data at the advanced trader level. Farmers' perceptions of the marketing system were measured using a 1–5 Likert scale on five indicators (P1–P5) and analyzed descriptively. Next, factors influencing farmers' income were analyzed using multiple linear regression. Prior to the regression analysis, classical assumption tests were conducted, including a normality test using the Shapiro–Wilk method, a multicollinearity test using the Variance Inflation Factor (VIF), and a heteroscedasticity test through observation of patterns in scatterplot graphs (Ghozali, 2018).

RESULTS AND DISCUSSION

A. Respondent Characteristics

Respondents in this study were 30 Arabica coffee farmers actively farming and marketing Arabica coffee in the Simanosor area, Darul Mursyid Islamic Boarding School (PDM), South Tapanuli Regency. Respondent characteristics included age, education level, farming experience, land area, access to cooperatives, and access to price information. A complete overview of respondent characteristics is presented in Table 1 below.

Table 1. Characteristics of Arabica Coffee Farmer Respondents

Characteristics	Category	Number (n)	Percentage (%)
Age (years)	< 35	8	26.7
	35–45	14	46.7
	> 45	8	26.7
	Average: 40.7 years		
Education	Elementary School	10	33.3
	JUNIOR HIGH SCHOOL	4	13.3
	SENIOR HIGH SCHOOL	12	40.0
	S1	4	13.3
Farming Experience (years)	< 5	10	33.3
	5–10	16	53.3
	> 10	4	13.3
	Average: 7.3 years		
Land Area (Ha)	< 1	6	20.0
	1–2	22	73.3
	> 2	2	6.7
	Average: 1.22 Ha		
Cooperative Access	Yes	22	73.3
	No	8	26.7
Access Price Information	Yes	14	46.7
	No	16	53.3

Based on Table 1, the majority of Arabica coffee farmers are in the productive age group of 35–45 years (46.7%), with an average age of 40.7 years. The education level is dominated by high school (40.0%) and elementary school (33.3%), reflecting the educational conditions of smallholder farmers that still need to be improved. The average coffee farming experience is 7.3 years with the majority (53.3%) having 5–10 years of experience, indicating that the majority of farmers have sufficient experience in Arabica coffee farming. The area of land managed is mostly in the range of 1–2 hectares (73.3%), with an average of 1.22 hectares, which is classified as a small-scale business. In terms of institutional access, the majority of farmers (73.3%) have access to cooperatives, while access to price information is still limited, with only 46.7% of farmers having access to adequate price information. This condition indicates that even though farmers are connected to cooperatives, access to market price information still needs to be improved.

B. Descriptive Statistics of Research Variables

Descriptive statistics for the research variables include farmer selling prices, production volume, and net farmer income. The results of the descriptive statistical analysis are presented in Table 2 below.

Table 2. Descriptive Statistics of Research Variables

Variables	Minimum	Maximum	Average	Standard Deviation
Selling Price (Rp/kg)	16,500	18,500	17,450.00	647.94
Production Volume (kg)	50	500	192.83	108.19
Net Income (Rp/year)	38,000,000	300,000,000	103,516,667	57,810,106

Based on Table 2, the average selling price of Arabica coffee at the farmer level is IDR 17,450/kg, with a range of IDR 16,500–IDR 18,500/kg. This relatively narrow price range indicates that the coffee price received by farmers tends to be uniform across respondents. This condition indicates that the marketing mechanism at the farmer level operates within a relatively homogeneous market structure. The selling price is a crucial factor in determining farm income because it directly determines the amount of income earned by farmers. This finding aligns with research by Syam (2025) which states that the selling price of coffee has a positive effect on farmer income, where price increases will increase the income and welfare of coffee farmers.

In addition to price, production volume shows significant variation among farmers, with an average production of 192.83 kg and a range of 50–500 kg. This variation in production indicates differences in production capacity among farmers, which can be influenced by land area, number of productive plants, and cultivation practices. The higher the production, the greater the potential income for farmers. This finding is supported by research by Sitepu (2025), which found that increased coffee production contributes significantly to increasing farmer income because production is a major component in generating total farm income.

Meanwhile, the average net income of Arabica coffee farmers is Rp103,516,667 per year, with significant variation among farmers. This income difference indicates inequality in welfare levels, which can be influenced by variations in production, selling prices, and farm management efficiency. This study confirms the findings of Simanjuntak (2024), who stated that coffee farmer income is significantly influenced by the combination of production levels and selling prices received at the farm level.

C. Marketing Chain Structure of Smallholder Arabica Coffee

The marketing chain structure of smallholder Arabica coffee in the Simanosor area of the Darul Mursyid Islamic Boarding School (PDM), South Tapanuli Regency, was analyzed from the farmer level to the primary marketing institution. Based on the survey results, a general overview of Arabica coffee marketing conditions at the farmer level is presented in Table 3 below.

Table 3. Arabica Coffee Marketing Conditions at the Farmer Level

Indicator	Information
Form of product sold	Red cherry (wet log)
Average selling price	Rp. 17,450/kg
Selling price range	Rp16,500–Rp18,500/kg
Average sales volume	192.83 kg
Farmers with cooperative access	22 farmers (73.3%)
Farmers without access to cooperatives	8 farmers (26.7%)
Access pricing information	14 farmers (46.7%)

Based on Table 3, all Arabica coffee farmers in the study area sold their harvest in the form of red cherries (wet beans) with an average selling price of IDR 17,450/kg. This condition indicates that farmers are still selling their products at an early stage without undergoing further post-harvest processing. Selling in the form of raw materials results in relatively limited added value for farmers because most of the product value-enhancing process occurs at the processing stage after the farmer level. This phenomenon aligns with research by Umroh et al. (2024) which shows that in the coffee value chain, farmers generally occupy an upstream position as suppliers of raw materials, so the greatest added value is often obtained at the processing and distribution stages by other business actors.

Furthermore, most farmers in this study had access to cooperatives as their primary marketing institution. Cooperatives play a crucial role in facilitating the marketing of their crops and helping farmers gain broader market access. This finding aligns with research by Wirda et al. (2025), which found that cooperatives are crucial actors in coffee value chain governance because they play a role in product collection, maintaining quality standards, and connecting farmers with larger markets such as exporters and the coffee processing industry.

However, access to price information among farmers remains relatively limited, with only a small portion having access to market price information. This limited information has the potential to impact farmers' bargaining power in marketing transactions, as they lack adequate price references. This finding aligns with research by Alam (2026), which states that limited access to market information is one factor contributing to farmers' relatively weak bargaining power in the agricultural commodity value chain.

D. Farmers' Perceptions of the Marketing System

Farmers' perceptions of the Arabica coffee marketing system were measured using a 1–5 Likert scale across five statement indicators. The results of the descriptive analysis of farmers' perceptions are presented in Table 4 below.

Table 4. Farmers' Perceptions of the Marketing System

Indicator	Statement	Mean	Standard Deviation	Category
P1	Coffee prices are fair	5.00	0,000	Strongly agree
P2	Easily accessible marketing channels	4.93	0.254	Strongly agree
P3	Farmers have a strong bargaining position	4.90	0.305	Strongly agree
P4	Cooperatives help with marketing	4.97	0.183	Strongly agree
P5	Digital marketing is important for coffee	4.73	0.583	Strongly agree
Overall average		**4.91**		**Strongly agree**

Based on Table 4, farmers' perceptions of the Arabica coffee marketing system generally fall within the strongly agree category, with an average score of 4.91. This score indicates that most farmers assess the existing marketing system as functioning well, particularly in terms of ease of access to marketing channels and institutional support such as cooperatives. This positive perception indicates that farmers feel the existing marketing system is adequate to accommodate their production. This finding aligns with research by Timronah et al. (2023), which demonstrated that positive farmer perceptions of the marketing system and farm empowerment can increase farmer trust in marketing institutions and promote the sustainability of coffee farming.

The indicator with the highest score was the statement that the coffee price received by farmers was fair. This indicates that farmers feel the price they receive is relatively in line with existing market conditions. Perceptions of fair prices can increase farmer satisfaction with the marketing system and strengthen relationships between farmers and marketing institutions. These results are supported by research by Kresmonanda et al. (2024), which found that positive farmer perceptions of marketing practices and product prices can increase farmer motivation to develop coffee farming businesses and encourage the adoption of better production practices.

Meanwhile, the indicator regarding the importance of digital marketing also scored high, although slightly lower than the other indicators. This indicates that farmers are beginning to recognize the importance of utilizing technology and digital marketing in developing their coffee businesses. This awareness reflects a shift in marketing patterns in the agribusiness sector, which is increasingly utilizing information technology to expand market access. This is in line with research by Putri & Safitri (2025), which showed that farmers' perceptions of coffee business development were generally favorable, especially when they perceived the economic benefits and broader market opportunities from implementing innovations in the coffee farming system.

E. Classical Assumption Test Results

Before conducting multiple linear regression analysis, a classical assumption test was first carried out, including a normality test, a multicollinearity test, and a heteroscedasticity test to ensure that the resulting regression model is BLUE (Best Linear Unbiased Estimator).

A normality test was performed on the dependent variable that had been transformed into natural logarithm (LnY) form. This transformation was performed because the normality test on the original Y data showed a Shapiro-Wilk sig. value of 0.002 < 0.05, indicating that the data was not normally distributed. This is normal considering that the farmer's income data has a fairly wide distribution (Rp38,000,000–Rp300,000,000). The results of the normality test after transformation are presented in Table 5 below.

Table 5. Results of Normality Test (LnY)

Test	Statistics	df	Sig.	Information
Kolmogorov-Smirnov	0.071	30	0.200	Normal
Shapiro-Wilk	0.976	30	0.705	Normal

The Shapiro-Wilk test results showed a significance value of 0.705 > 0.05, thus meeting the assumption of normality. A multicollinearity test was then conducted to detect the presence or absence of a linear relationship between the independent variables. The results of the multicollinearity test are presented in Table 6 below.

Table 6. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
X1 (Selling Price)	0.843	1,186	There is no multicollinearity
X2 (Production Volume)	0.833	1,201	There is no multicollinearity
X3 (Cooperative Access)	0.554	1,806	There is no multicollinearity
X4 (Access Price Information)	0.573	1,746	There is no multicollinearity

The VIF values for all independent variables ranged from 1.186–1.806 (<10) and the Tolerance value was >0.1, indicating no multicollinearity between the independent variables. Finally, a heteroscedasticity test was conducted using a scatterplot graph between the standardized residual values and the standardized predicted values. The results of the heteroscedasticity test are presented in Figure 1 below.

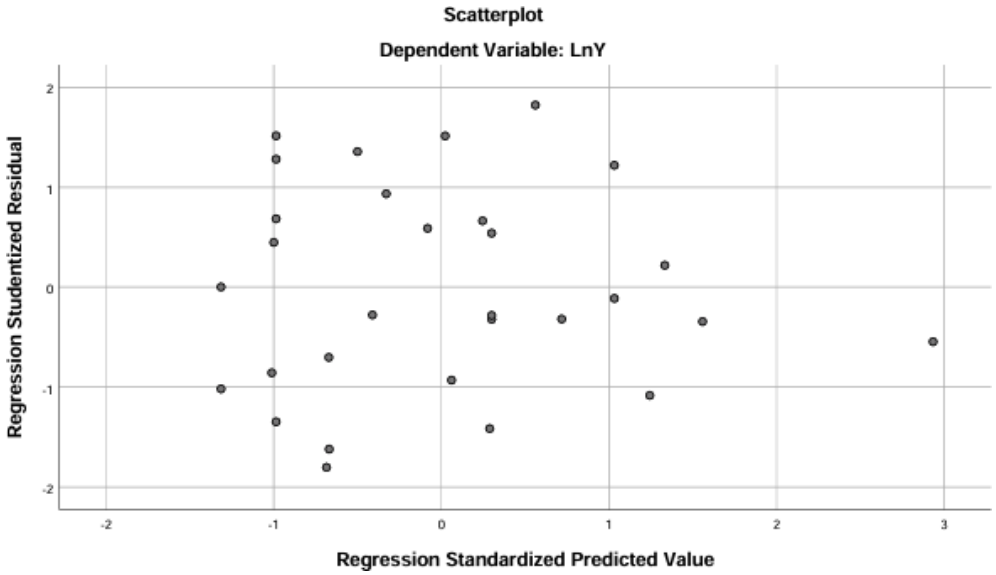

Figure 1. Heteroscedasticity Test Results (Scatterplot)

Based on Figure 1, the residual points are spread randomly and do not form a particular pattern above or below the number 0, so it can be concluded that there is no heteroscedasticity in the regression model.

F. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to identify factors influencing the net income of Arabica coffee farmers. The dependent variable used was the natural logarithm of farmers' net income (LnY), with independent variables including selling price (X1), production volume (X2), access to cooperatives (X3), and access to price information (X4). The results of the multiple linear regression analysis are presented in Table 7 below.

Table 7. Results of Multiple Linear Regression Analysis

Variables	Coefficient (B)	Std. Error	t	Sig.	Information
Constant	12,746	1,555	8,199	0,000	
X1 (Selling Price)	0,000	0,000	3,309	0.003	Significant
X2 (Production Volume)	0.003	0.001	5,258	0,000	Significant
X3 (Cooperative Access)	-0.200	0.159	-1,256	0.221	Not Significant
X4 (Access Price Information)	-0.012	0.139	-0.084	0.934	Not Significant
R^2	0.741				
Adjusted R^2	0.700				
F	17,918			0,000	Significant

Based on Table 7, the results of the regression analysis show that selling price (X1) and production volume (X2) have a significant effect on the net income of Arabica coffee farmers, while access to cooperatives (X3) and

access to price information (X4) have no significant effect. Simultaneously, all independent variables have a significant effect on farmer income with an F test significance value of 0.000. The coefficient of determination (R^2) value of 0.741 indicates that approximately 74.1% of the variation in farmer income can be explained by the variables of selling price, production volume, access to cooperatives, and access to price information, while the remainder is influenced by other factors outside the research model. Partially, selling price has a positive and significant impact on farmer income. This indicates that the higher the coffee selling price received by farmers, the greater their income. This finding aligns with research by Saragi and Simanullang (2025), which indicates that selling price is a key factor influencing Arabica coffee farmer income because it directly determines the amount of revenue generated from coffee sales.

Besides price, production volume also significantly impacts farmer income. Increasing production volume will increase total farmer revenue, thus directly impacting income. This finding aligns with research by Rizky & Bhakti (2022), which states that coffee production is a crucial factor in determining farmer income. The higher the production, the greater the income generated from coffee farming activities. Meanwhile, access to cooperatives and access to price information did not significantly impact farmer income in this study. This indicates that the existence of cooperatives and price information have not directly influenced increases in farmer income. This is likely because most farmers still sell coffee in raw form, so income increases are more influenced by production and selling prices than by marketing institutions. These results indicate that increased production and price stability remain the primary factors in increasing Arabica coffee farmer income at the farm level.

CONCLUSION

The marketing chain structure for smallholder Arabica coffee in South Tapanuli Regency remains simple, with farmers selling their produce in the form of red cherries, allowing more added value to be enjoyed by downstream players. Value distribution is unequal, and farmers remain relatively weak, although some have access to cooperatives. The analysis shows that selling price and production volume significantly influence farmer income, while access to cooperatives and price information are insignificant. Therefore, increasing farmer income is largely determined by production and price factors. Therefore, efforts to increase productivity, post-harvest processing, and price stabilization are needed to improve value distribution within the marketing chain.

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