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The impact of consignment-based marketing through middlemen on the economic sustainability of farmers in Pawenang Village, Nagrak Subdistrict, Sukabumi Regency

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ABSTRACT

The consignment-based marketing system through middlemen (known locally as *tengkulak*) has long been practiced by farmers in Nagrak District, particularly in Pawenang Village. This system offers certain advantages, such as lower costs, operational simplicity, no need for technological skills, and delegation of distribution responsibilities to middlemen. However, the dominance of middlemen in the agricultural marketing chain leads to a high level of farmer dependency. Middlemen control nearly the entire market, leaving farmers with little to no bargaining power when they sell the middlemen take 10% of the final selling price. Limited market access also prevents farmers from tracking price fluctuations, thus making them vulnerable to price manipulation. Moreover, farmers are charged with the distribution costs. This situation negatively affects farmers' welfare, with most living under economic hardship, even though agriculture is their primary source of income. This study aims to analyze the impact of the consignment marketing system through middlemen on the economic sustainability of farmers in Pawenang Village. The findings are expected to provide insights into how this system affects farmer independence and offer alternative marketing solutions to reduce dependence on middlemen, thereby improving the competitiveness and sustainability of agricultural enterprises.

Keywords: Consignment marketing system, middlemen, economic sustainability of farmers, Pawenang village, alternative marketing solutions.

1. INTRODUCTION

The average profession of rural communities in Indonesia is mostly farming. The agricultural sector is the main source of support for rural communities. Including Pawenang Village, Nagrak District, and Sukabumi Regency. The number of farmers in Pawenang Village is currently 1,166 out of 1,991 recorded heads of families, or 37%. The agricultural sector is the largest source of livelihood for Pawenang Village. Of the 1,166 people, 941 are farm laborers, and only 225 are native farmers who own land or rent land for agriculture (Head of Pawenang Village (Deni Kurniawan), 2024). Of the 225 active farmers currently, only 4-5 people are categorized as successful and prosperous farmers with an above-average economic level. The rest are farmers with ordinary income and welfare levels, and many are categorized as poor. This is due to their level of dependence on middlemen as the only market destination for agricultural products.

The consignment marketing system through middlemen has been running for years. The advantages of this marketing system are simplicity, low cost, and low risk. Meanwhile, the disadvantages of this system are that farmers have no bargaining power, and prices depend on market prices, which are only accessed through middlemen (Megasari, 2019). Farmers are also charged transportation costs deducted from sales proceeds. Middlemen have a role that is considered appropriate for saving farmers. However, this has created a state of marketing exploitation. This exploitation attitude includes determining the low selling prices and payments made in stages (Hardian et al., 2024). There is no balanced risk-sharing between farmers and middlemen. This will certainly impact the independence of farmers in the sustainability of the economy for their lives. This study aims to determine the influence of middlemen on the sustainability of the economy of farmers in Pawenang Village, Nagrak District, and the Sukabumi Regency. The sustainability of the farmers' economy in rural Indonesia is greatly influenced by the applicable marketing system. In Pawenang Village, farmers still depend on middlemen to market crops. This consignment system gives farmers no control over the selling price, so they only receive relatively small profits.

This study aims to descriptively analyze the consignment marketing system through middlemen, and the level of economic sustainability of farmers in Pawenang Village, Nagrak District, and Sukabumi Regency. Furthermore, we analyze the influence of the consignment marketing system through middlemen on the economic sustainability of farmers in Pawenang Village, Nagrak District, and the Sukabumi Regency. Based on the background description above, the researcher formulates the following problems: How is the description of the consignment marketing system through middlemen in Pawenang Village, Nagrak District, and Sukabumi Regency? What is the description of the economic sustainability of farmers in Pawenang Village, Nagrak District, Sukabumi Regency? How does the consignment marketing system through middlemen affect the sustainability of farmers' businesses and economies in Pawenang Village, Nagrak District, and Sukabumi Regency? This study aims to determine the description of the consignment marketing system through middlemen in Pawenang Village, Nagrak District, and Sukabumi Regency. To determine the economic sustainability of farmers in Pawenang Village, Nagrak District, and Sukabumi Regency. Determine how the consignment marketing system through middlemen affects the sustainability of farmers' businesses/economies in Pawenang Village, Nagrak District, and Sukabumi Regency.

2. LITERATURE REVIEW

Marketing is a process to identify and fulfill human needs both individually and in groups, and a short definition of marketing is "the need to gain profit" (Tri Sanatha Wahyu Akbar, 2025). Marketing is an effort to provide and deliver the right goods and services to the right people at the right place and time, and the right price and promotion and communication (Yuda, 2025).

2.1. Consignment Marketing

Consignment marketing or consignment is the delivery or deposition of goods from the owner to another party that acts as a sales agent. The ownership of goods remains with the owner of the goods until

they are sold (Supu et al., 2023). According to Megasari (2019), middlemen buy crops from farmers and distribute them to large agents. Middlemen are intermediaries who directly buy crops from farmers or first-time owners using the Tebasan system. The tebasan system is an exchange based on an assessment of production results when the plants are ready and suitable for harvest (Hardian et al., 2024).

The consignment marketing system through middlemen is a sales system that entrusts agricultural products to middlemen as sales agents, who then sell agricultural products at their stalls. The proceeds are paid to farmers based on the market price conveyed by middlemen. If the goods are not sold, it is entirely the farmer's risk, where the goods are returned to the farmer.

Consignment marketing is marketing with a system of transferring/entrusting products owned by entrepreneurs to certain parties with an agreement on price and terms that is mutually beneficial (Afifah et al., 2023). Products traded with the consignment system are usually referred to as consignments and consignments in goods. In this case, the party who entrusts the goods is called the consignor, and the party entrusted is called the consignee (commissioner), in this case the middlemen (Suzi Suzana, 2022).

Several factors greatly influence the consignment marketing system (Iskandar et al., 2018), including organizational/individual effectiveness, product quality, environmental adaptability, market orientation, and entrepreneurial behavior. Other factors include inflation (Rodoni, 2023), profit-sharing models and market conditions (Farida et al., 2022). Other factors such as advertising, diversification, and gift-giving campaigns often affect sales. However, a certain amount of funds is required to implement it, which makes it ineffective and inefficient (Rendelangi et al., 2023).

2.2. Economic Sustainability (economic/business sustainability)

Business sustainability is a form of consistency in business conditions, where sustainability is the process of an ongoing business, including growth, development, and strategies to maintain business continuity and business development, all of which lead to the sustainability and existence (resilience) of the business (Yuningsih et al., 2022). In Riyanti Budi et.al. (2022) (Riyanti & Nur Aini, 2022) sustainability is a state that is ongoing, which can survive consistently and sustainably with a process that is experienced. Thus, the state of what has been attempted is achieved, namely being at the point of existence and being able to survive in an existing environment until the future. From the definitions above, it can be concluded that business/economic sustainability is a condition of economic independence because it is supported by the growth and development of business, so that it is achieved at the point of existence that can survive for now and the future. The concept of business sustainability contains three dimensions that must be considered: aspects of society, ecology, finance, and economy (Jiao et al., 2023).

The factors that influence the sustainability of a business are the compilation of a business plan, regular updating of business plans, analyzing competitors, ease of venturing into a new business, and the ability to calculate risks (not a problem to take calculated risks) (Yuningsih et al., 2022).

3. RESEARCH METHOD

3.1. Research Approach

This study used a multi-method associative descriptive approach with both qualitative and quantitative methods. Qualitative methods are used to determine the process of implementing the consignment marketing system through middlemen by farmers and the description of the sustainability of the farmer's economy in Pawenang Village, Nagrak District, and Sukabumi Regency. Qualitative data were collected through direct interviews with a sample of farmers in Pawenang Village, Nagrak District, and village government officials as data reinforcement. The quantitative method is used to determine how much influence the consignment marketing system through middlemen, which has been going on for generations, has on the sustainability of the farmer's economy in Pawenang Village, Nagrak District. Data were obtained by distributing questionnaires to samples and then processed through several statistical tests, including validity and reliability tests, and linear regression tests to determine the significance of the

relationship between two independent variables (consignment marketing system through middlemen) on the dependent variable (farmers' economic sustainability) using SPSS 27.

3.2. Population and Sample

The population of this study was 225 native farmers domiciled in Pawenang Village, Nagrak District, and the sample analyzed was 137 (Isaac and Michael table methods). Before applying the results of the linear regression analysis, the data were subjected to classical assumption test stages, including normality, multicollinearity, and heteroscedasticity tests. A t-test was used to determine the impact of the independent variables on the dependent variables, which were considered constant.

4. RESULTS AND DISCUSSION

4.1. Description of Respondent Demographics

A. Description of the Marketing System of Consignment Sales Through Middlemen in Pawenang Village, Nagrak District

A description of the consignment sales marketing system can be seen in three stages: the consignment sales marketing process through middlemen, the process of payment for agricultural products, and the payment process if the goods are not sold.

1) Consignment Sales Marketing Process Through Middlemen

Consignment sales marketing through middlemen is currently the main choice for marketing agricultural products to farmers in Pawenang Village, Nagrak District. Only a small portion sells their agricultural products directly to local markets and residents. However, if agricultural products are in large quantities, farmers sell them directly through middlemen using the consignment sales system. This is because local markets can no longer accommodate agricultural products.

The consignment sales marketing process through middlemen begins with farmers harvesting at the agricultural location and collecting, packaging, and weighing. Each package lists its weights through a special note attached to it. Then, the packaged and labeled agricultural products are transported manually by laborers or two-wheeled motor vehicles to the edge of the village road that can be accessed by transport trucks. At noon around 14.00-15.00 the harvest is loaded into trucks to be taken to large markets in Jakarta or Tanah Tinggi.

The results of the study showed that 90% of farmers still used middlemen as marketing intermediaries. The main reasons for this dependency are as follows:

- No direct market access to Jakarta, Tangerang, or other market areas.
- Lack of information on market prices.
- Lack of capital to build distribution networks.

The impact of the above conditions is that farmers only receive 70-80% of the actual market price, while middlemen gain profits from a difference of 20-30% of the selling price (survey results on farmers in Pawenang village).

2) Agricultural Product Payment Process

The agricultural product payment process is carried out after the agricultural products are sold, and the buying and selling transaction process usually occurs in the early hours of the morning, when the market opens. The opening hours of the market in the highlands are around 00.01 to 03.30(data from interviews with middlemen). The agricultural products were then reweighed to ensure that the weighing results of farmers matched the weighing results at the market location. After there is a match between the number of goods and the price agreement, the middlemen receive payments from buyers in the market. The middlemen then take a fee of 10 percent of the payment amount, and the remaining 90% is paid to the farmers the next morning.

3) Payment for Unsold Goods

In conditions where the goods are unsold in the market, the middlemen auction the goods at the lowest possible price so that the goods can be sold. If they still do not sell, the middlemen inform the farmers by telephone that the goods are unsold in the market. The goods are then returned.

B. Overview of Farmers' Economic Sustainability

Economic (business) sustainability is a permanent form of business, such as business provisions in the form of growth, development, strategy, and development of the business, all of which will end in the sustainability and existence of the business itself (Rosyad & Wiguna, 2018).

Economic sustainability is a form of consistency in farmers' businesses that can run occasionally. Economic sustainability is based on several indicators, including

a. Compilation of business plans

Business plans are about what will be done in a business in the future, including resource allocation, attention to key factors, and processing existing problems and opportunities. In general, the contents of a business plan start from Summary, Mission Statement, Key Factors, Market Analysis, Production, Management and Financial Analysis such as Break Event analysis (Supriyanto, 2020). Of the population of farmers in Pawenang Village, Nagrak District, almost 90% ± 203 people always carry out planning before starting farming, including what commodities will be planted, how much money is needed, what fertilizer will be used later, and how many farm workers need to be prepared to work on agricultural land. The remaining 10% rely more on personal intuition and spontaneity.

b. Regular business plan updates

Regular business plan updates always involve business planning with additional innovations in each period (Aribowo & Wirapraja, 2018). Based on the completion of the research questionnaire, only 34 people (25%) of farmers consistently updated their business plans every season. The rest of the business planning is never updated regularly.

c. Analyzing Competitors

The Farmers in Pawenang Village, Nagrak District, are mostly people with high levels of friendliness and brotherhood between residents and farmers. Thus, almost 95%, or 130 people, do not claim that other farmers are competitors. What happens is that Farmers support each other to obtain the maximum agricultural yields.

d. Ability to perform financial or risk calculations.

Financial planning is the most important aspect of a farming business, becoming the most important aspect of other elements. Another factor is the ability to forecast future economic conditions, where farmers must be able to predict which commodities will be profitable in the next season. Of the 137 respondents, almost 60% (82 people) agreed that financial calculations were, on average, wrong and became an obstacle to the planting process in the next period. This illustrates that the level of economic sustainability of farmers in Pawenang Village is still very vulnerable and at risk of not continuing due to inadequate sales of agricultural products.

C. Overview of the Influence of the Consignment Marketing System Through Middlemen on the Economic Sustainability of Farmer's in Pawenang Village, Nagrak District, Sukabumi Regency

1) Respondent Characteristics

The respondents in this study were farmers in Pawenang Village, Nagrak District, Sukabumi Regency with a total population of 225 active farmers who are native residents, and the sample used was 137.

Respondent Characteristics Based on Age

Judging from the average age of farmers in Pawenang Village, they are dominated by adults, namely 36 to 45 years old at 41%, then 20-35 years old or millennial farmers at 26%, and the rest are adult and mature farmers at the age of over 46 years at 33%, this can be seen from the following table:

Table 1. Respondents by Age

No	Category	Number of Respondents	Percentage	Information
1	20-35 years	36	26%	Millennial Farmers
2	36-45 years	56	41%	This age group is quite dominant in the survey.
3	> 46 years	45	33%	Respondents were of a more mature age, some of whom had longer experience.

Processed from primary data (2025)

4.2. Respondent Characteristics Based on Gender

The questionnaire results showed that 91% of farmers in Pawenang village were male and only 9% were female. This shows that the agricultural sector is indeed more dominant and is in demand by men than by women. On average, women become farmers because they continue their parents' businesses. This is also natural because men in agriculture are more energetic than women. An overview of the proportion of respondents by gender is presented in Table 2.

Table 2. Respondents by Gender

No	Gender	Number of Respondents	Percentage	Information
1	Man	124	91%	The majority of respondents were men who were active in agriculture.
2	Woman	13	9%	Female respondents are usually from the age group above 45 years.

Processed from primary data (2025)

4.3. Respondent Characteristics Based on Land Area

Three categories of farmers that describe the area of farmers' cultivation in Pawenang Village, Nagrak District, are: land under 1 hectare, 1-2 hectares, and above 2 hectares. The following is a description of the area of farmers' land in Pawenang Village, Nagrak District, where 44% of farms have land > 1 ha, 39% cultivate land between 1 to 2 hectares, and only 17% farm with land above 2 hectares. For further details, see Table 3.

Table 3. Respondent Characteristics Based on Land Area

No	Land Area	Number of Respondents	Percentage	Information
1	< 1 Ha	60	44%	Respondents with small land, around 1 hectare or less.
2	1-2 Ha	54	39%	The largest group, the majority manages land on a medium scale.
3	> 2 Ha	23	17%	Respondents with large areas of land usually have more experience and expertise.

Processed from primary data (2025)

4.4. Respondent Characteristics Based on Type of Crop Commodity

Looking at the number of 137 respondents of the study, as many as 33% of respondents were vegetable farmers, then 34% were rice farmers and became the majority farmers, then 18% were fruit farmers while the remaining 17% were other farmers. The description above can be seen in table 4 below:

Tabel 4. Respondent Characteristics Based on Type of Plant Commodity

No	Category	Number of Respondents	Percentage	Description
1	Vegetables	45	33%	Including various types of vegetables as the main choice.
2	Paddy	46	34%	The main commodity that is most often chosen as the main livelihood.
3	Fruits	25	18%	Another option that is quite popular with respondents.
4	Other	21	15%	Other types of plants that were also grown by some respondents.

Processed from primary data (2025)

4.5. Respondent Characteristics Based on Understanding of Technology

Respondent characteristics based on technological understanding can be seen in table 5 below:

Table 5. Respondent Characteristics Based on Understanding of Technology

No	Understanding Technology	Number of Respondents	Percentage	Description
1	Understand and Expert	48	35%	Respondents who have understood and are able to apply agricultural technology.
2	Learning	46	34%	Respondents who are learning and increasing their technological knowledge.
3	Not really understand	43	31%	Respondents who still do not fully understand the technology.

Processed from primary data (2025)

4.6. Descriptive Analysis of Research Results

This section describes and analyzes the data obtained from the primary and secondary data of the study. The primary data of this study were the results of questionnaires distributed to 137 respondents. The results of this study are as follows:

4.6.1. Farmer's Responses to the Consignment Marketing System Through Middlemen

The responses of farmers in Pawenang Village, Nagrak District, to the independent variable in the form of a consignment marketing system through middlemen, were obtained through the results of a questionnaire that had been distributed. Respondents assessed several statements related to the marketing system. A general description of farmers' perceptions and attitudes towards this variable can be seen in the descriptive data processed using SPSS, as shown in Table 6.

Table 6. Respondents Responses to Indicator Variable X

X.1 Organizational/individual effectiveness,						
		Frequency	Percent	Score	Perfect score	Cumulative Percent
Valid	1	3	2,20%	3		2,20%
	2	3	2,20%	6		4,40%
	3	50	36,50%	150		40,90%
	4	47	34,30%	188		75,20%
	5	34	24,80%	170	685	100,00%
	Total	137	100%	517	685	

X.2 Product quality,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	2	1,50%	2		1,50%
	2	6	4,40%	12		5,80%
	3	38	27,70%	114		33,60%
	4	54	39,40%	216		73,00%
	5	37	27,00%	185	685	100,00%
	Total	137	100%	529	685	
X.3 Environmental adaptability,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	1	0,70%	1		0,70%
	2	9	6,60%	18		7,30%
	3	36	26,30%	108		33,60%
	4	61	44,50%	244		78,10%
	5	30	21,90%	150	685	100,00%
	Total	137	100%	521	685	
X.4 Market orientation,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	24	17,50%	24		17,50%
	2	34	24,80%	68		42,30%
	3	46	33,60%	138		75,90%
	4	21	15,30%	84		91,20%
	5	12	8,80%	60	685	100,00%
	Total	137	100%	374	685	
X5 Entrepreneurial behavior,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	45	32,80%	45		32,80%
	2	51	37,20%	102		70,10%
	3	30	21,90%	90		92,00%
	4	8	5,80%	32		97,80%
	5	3	2,20%	15	685	100,00%
	Total	137	100%	284	685	
X6 Profit sharing,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	40	29,20%	40		29,20%
	2	29	21,20%	58		50,40%
	3	30	21,90%	90		72,30%
	4	31	22,60%	124		94,90%
	5	7	5,10%	35	685	100,00%
	Total	137	100%	347	685	

(*Source: SPSS 27 data processing***)**

Based on the results of the frequency test on variable X, it was found that out of 137 respondents, 59.1% agreed with the statement in indicator 1 related to organizational and individual effectiveness. Meanwhile, the percentage of respondents who agreed with Indicator 2 (Product Quality) was 66.40%, Indicator 3 (Adaptability to the environment) was 67.40%, Indicator 4 was 24.10%, Indicator 5 was 8%, and Indicator 6 was 27.70%. Observing the results of the above explanation, it is clear that the level of respondent agreement varies for each indicator. The average level of agreement for all indicators was 42.12%. Among the six indicators, Indicator 3 (Adaptability to the environment) recorded the highest score with a percentage of agreement of 67.40%, followed by Indicator 2 (Product Quality) at 66.40%, and Indicator 1 (Organizational/individual effectiveness) at 59.10%. The indicator with the lowest level of agreement was indicator 5, which only obtained a percentage of 8%. Indicators 4 and 6 also showed relatively low scores of 24.10% and 27.70%, respectively.

This shows that indicators of environmental adaptability, product quality, and organizational effectiveness are the most influential factors in the sustainability of farmers' businesses, and farmers are highly adaptable to the environment. Middlemen and market players maintain product quality so that goods are easy to sell. Effectiveness and efficiency are the main reasons why farmers choose this consignment marketing model. Meanwhile, entrepreneurial behavior had the lowest score due to farmers' lack of trust in the behavior of people in the market in terms of providing information about market prices. Thus, farmers are often disadvantaged by the behavior of market players, who are trusted by middlemen. Prices that should be high, but are informed low or reduced. This phenomenon seems to have become an open secret among the farmers. The profit-sharing indicator is also an indicator with a low value because farmers feel that the system is more profitable for middlemen than farmers.

This finding shows that, although some aspects of organizational/individual effectiveness are considered quite good by respondents, there are still indicators that require special attention to improve overall performance.

4.6.2. The Farmer's Responses to the Sustainability of Agricultural Businesses

Respondents' responses to variable Y (farmers ' business sustainability) are shown in Table 7.

Table 7. Respondents' Responses to the Y Variable Indicators

Y1 Business plan compilation,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	1	0,73%	1		0,73%
	2	6	4,38%	12		5,11%
	3	46	33,58%	138		38,69%
	4	43	31,39%	172		70,07%
	5	41	29,93%	205	685	100,00%
	Total	137	100%	528	685	
Y2 Business plan regular updates,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	2	1,46%	2		1,46%
	2	4	2,92%	8		4,38%
	3	39	28,47%	117		32,85%
	4	56	40,88%	224		73,72%
	5	36	26,28%	180	685	100,00%
	Total	137	100%	531	685	
Y3 Analyze competitors regularly,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent

Valid	1	24	17,52%	24		17,52%
	2	37	27,01%	74		44,53%
	3	38	27,74%	114		72,26%
	4	29	21,17%	116		93,43%
	5	9	6,57%	45	685	100,00%
	Total	137	100%	373	685	
Y4 Ease of entering new businesses,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	21	15,33%	21		15,33%
	2	42	30,66%	84		45,99%
	3	44	32,12%	132		78,10%
	4	27	19,71%	108		97,81%
	5	3	2,19%	15	685	100,00%
	Total	137	100%	360	685	
Y5 Calculating profit and loss and market forecasting,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	1	0,73%	1		0,73%
	2	6	4,38%	12		5,11%
	3	40	29,20%	120		34,31%
	4	51	37,23%	204		71,53%
	5	39	28,47%	195	685	100,00%
	Total	137	100%	532	685	
Y6 Risk calculation or calculation ability,						
		Frequency	Percent	Valid Percent	Perfect score	Cumulative Percent
Valid	1	2	1,46%	2		1,46%
	2	4	2,92%	8		4,38%
	3	44	32,12%	132		36,50%
	4	47	34,31%	188		70,80%
	5	40	29,20%	200	685	100,00%
	Total	137	100%	530	685	

(*Source: SPSS 27 data processing***)**

Assessing the frequency test on each indicator of the Y variable of business continuity descriptively can be described as follows: indicator 1 of the Y variable (business plan compilation) shows that the level of agreement with the statement of indicator 1 is 61.32%, indicator 2 (regular business plan updates) is 67.16%, indicator 3 (regular competitor analysis) is 27.74%, indicator 4 (ease of entering a new business) is 21.9%, indicator 5 (calculating profit and loss and market forecasting) is 65.7%, and indicator 6 (calculation and risk calculation ability) is 63.51%.

Based on the results of the frequency test on the Y variable related to business continuity, the level of respondent agreement with the six indicators shows significant variations. The average level of agreement for all the indicators was 51.22%. The indicator with the highest level of agreement is Indicator 2, which is a regular business plan update with a percentage of 67.16%, followed by Indicator 5 (calculating profit and loss and conducting market forecasts) at 65.7%, and Indicator 6 (risk calculation and calculation capabilities) at 63.51%. Meanwhile, the indicator with the lowest level of agreement is Indicator 4, in which

it is easy to enter a new business, which only reached 21.9%, followed by Indicator 3 (regular competitor analysis) at 27.74%.

This finding shows that most respondents agreed with the importance of business planning and evaluation as part of business sustainability. However, aspects related to competition analysis and ease of expansion into new businesses seem to have less significant influence on the Y variable of business sustainability because farmers in Pawenang village do not consider other farmers as competitors but partners who have businesses in the same field. The ease of entering a new business is considered difficult by farmers because they are too comfortable with the current conditions, even though they do not get maximum profit.

4.7. Validity and Reliability Test

The results of validity and reliability testing using SPSS 27 are proof that the variables presented are valid, reliable, or not to be continued with further research in the next test. The validity value of an indicator of variable X or Y is seen from the comparison between the r table value and the t table; if the t-table value is greater, then the indicator is considered valid and vice versa if the r table value is greater than the indicator is invalid. It should be noted that with 137 respondents, the r-table value is 0.167, so variables whose t-table value is below 0.167 will be considered invalid.

4.7.1. Validity Test of Variable X of Consignment Marketing System Through Middlemen

The results of testing the validity of variable X using SPSS 27 are shown in Table 8.

Table 8. Validity Test of Variable X

		Statement of Marketing System for Consignment Sales (SMSC)	Y
X.1	Pearson Correlation	.662**	.716**
	Sig. (2-tailed)	.000	.000
	N	137	137
X.2	Pearson Correlation	.692**	.754**
	Sig. (2-tailed)	.000	.000
	N	137	137
X.3	Pearson Correlation	.693**	.684**
	Sig. (2-tailed)	.000	.000
	N	137	137
X.4	Pearson Correlation	.442**	-.174
	Sig. (2-tailed)	.000	.150
	N	137	137
X5	Pearson Correlation	.244**	-.237
	Sig. (2-tailed)	.004	.607
	N	137	137
X6	Pearson Correlation	.535**	-.290
	Sig. (2-tailed)	.000	.735
	N	137	137
Pernyataan Sistem Pemasaran Titip Jual (SPTJ)	Pearson Correlation	1	.547**

	Sig. (2-tailed)		.000
	N	137	137
Y1	Pearson Correlation	.547**	1
	Sig. (2-tailed)	.000	
	N	137	137
**. Correlation is significant at the 0.01 level (2-tailed).			
*. Correlation is significant at the 0.05 level (2-tailed).			

(*Source: SPSS 27 data processing***)**

From the table above, it can be explained that the calculated r value for the statement item of the consignment marketing system through the Middleman with N = 137 is 0.167, while the results of the test obtained data X1-X6 are as follows 0.716, 0.754, 0.684, -0.174, -0.237, and-0.290, all of which are greater when compared to the calculated r value, meaning that the calculated r count > r table. The reality table illustrates that the statements of indicators x1 to x6 are valid. There are 3 indicators have an inverse relationship: X4, X5, and X6. This means that if the value of the indicator decreases, the value of the Y variable increases.

4.7.2. Test of Validity of Variable Y of Farmers' Economic Sustainability

The results of the validity test of the Y variable using SPSS 27 are shown in Table 9.

Table 9. Results of Validity Test of Variable Y

Correlations		
		Y
Y1	Pearson Correlation	.734**
	Sig. (2-tailed)	.000
	N	137
Y2	Pearson Correlation	.861**
	Sig. (2-tailed)	.000
	N	137
Y3	Pearson Correlation	.095
	Sig. (2-tailed)	.269
	N	137
Y4	Pearson Correlation	-.067
	Sig. (2-tailed)	.437
	N	137
Y5	Pearson Correlation	.717**
	Sig. (2-tailed)	.000
	N	137
Y6	Pearson Correlation	1
	Sig. (2-tailed)	
	N	137
****. Correlation is significant at the 0.01 level (2-tailed).**		
***. Correlation is significant at the 0.05 level (2-tailed).**		

(*Source: SPSS 27 data processing***)**

Table 9 above explains that the r table value for the validity of the Y variable indicator of the sustainability of farmer businesses Y1 to Y6 is 0.734, 0.861, 0.095, -0.067, 0.717, 1. When compared to the calculated r-count value, there are two variables, Y3 and Y4, that do not meet the validity criteria because their values are below the calculated r-count of 0.167. This is because the Y3 indicator (competitor analysis) respondents consider that other farmers are not competitors but partners and friends, and are not a threat. Meanwhile, for the Y4 indicator (ease of entering a new business), respondents felt that it was indeed very difficult to change from the current business to a new business condition, due to lack of knowledge and no mentor who could direct them to enter a new business.

4.7.3. Reliability Test of Variables X and Y

The results of the reliability test on variables X and Y using SPSS 27 are presented in Table 10.

Table 10 Reliability Test Results for Variables X and Y

Variable X		**Variable Y**	
Reliability Statistics		**Reliability Statistics**	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.688	6	.720	6

(*Source: SPSS 27 data processing***)**

Reliability assessment uses the standard r value; if it is less than 0.6, then it is considered unreliable; if it is more than 0.6, it is considered reliable. The test results show that for variable X, the r value is 0.688> 0.6, which means that it is still within the limits of a reliable variable to be studied. The test results for variable Y show that the calculated r-count value is 0.720> 0.6, indicating that variable Y is feasible and reliable as a variable to be studied.

4.8. Simple Regression Test

The results of simple regression testing using SPSS 27 are presented in the following ANOVA table 11:

Table 11. Simple Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.167	1.463		4.898	.000	4.273	10.061
	(SPTJ)	.728	.077	.632	9.481	.000	.576	.880

Predictors: (Constant), Sales Consignment Marketing System Statement (SCMS)
(*Source: SPSS 27 data processing***)**

In Table 11, a linear equation can be presented for the relationship between variables X and Y, as follows: Y=7.167+0.728X. From this equation, the following can be explained.

- Constant (A) of 7.167 indicates that if there is no influence from consignment marketing (X = 0), then the value of farmers' economic sustainability (Y) is 7.167.
- A regression coefficient (b) of 0.728 indicates that every one-unit increase in the consignment marketing system through middlemen will increase farmers' economic sustainability by 0.728 units. A positive sign indicates unidirectional relationship.

4.9. Hypothesis Test T Test

Table 12. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.167	1.463		4.898	.000
	(SPTJ)	.728	.077	.632	9.481	.000

*Source: SPSS 27 data processing***)**

The significance value of the table above is 0.000<0.05, and the calculated t-count value is 9.481> 4.898 t table.
Interpretation:

- The t-count value > t-table (9.481 > 4.898) and the significance value < 0.05 (0.000 < 0.05), then H_0 is rejected and H_1 is accepted. This means that the consignment marketing system through middlemen has a significant effect on the economic sustainability of farmers in Pawenang Village.

4.10. Coefficient of Determination

The results of the coefficient of determination from SPSS 27 are shown in table:

Table 13. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.632[a]	.400	.395	2.95157	.400	89.884	1	135	.000	2.213
a. Predictors: (Constant), Statement of Marketing System for Consignment Sales (SMSC)										
b. Dependent Variabel: Economic Sustainability (Business Continuity)										

(*Source: SPSS 27 data processing***)**

The R^2 square value from the table is 0.400, and the coefficient of determination (R^2) value of 0.400 indicates that 40% of the variation in the economic sustainability of farmers can be explained by the variable of the consignment marketing system through middlemen. The remaining 60% is explained by other variables not examined in this study, such as access to technology, government assistance, or diversification of farming businesses. The results of the analysis show that the consignment marketing system through middlemen has a positive and significant influence on the sustainability of farmers' economies. With a small influence value, this shows that farmers must slowly look for alternative marketing of agricultural products other than middlemen. The more farmers depend on middlemen for their harvest, the lower is the level of economic sustainability that can be achieved. This dependence causes farmers to have no bargaining power, difficulty determining prices, and earn small profits. In the long term, this weakens farmers' independence and makes agricultural businesses unsustainable.

5. CONCLUSION AND SUGGESTIONS

5.1. Conclusion

The consignment marketing system through middlemen currently running in Pawenang Village, Nagrak District, and Sukabumi Regency is not optimal for influencing the sustainability of the farmers' economy. Economic sustainability is still very vulnerable and tends to decline in each season. It is difficult for farmers to obtain the maximum price to finance their lives and agricultural processes in the next planting season.

5.2. Suggestion

There should be an alternative sales system that is more profitable for farmers, such as the use of technology platforms, online marketing media, e-commerce, and other systems that can increase market access for farmers so as to improve the welfare and sustainability of farmers' businesses.
Indonesia has experienced rapid growth in recent years as an alternative to e-commerce. According to data from the Indonesian E-Commerce Association, the value of e-commerce transactions in Indonesia is estimated to reach more than USD 40 billion in 2023 and will continue to increase in the coming years. This growth is driven by increased Internet access, the increasingly widespread use of smartphones, and changes in consumer behavior that are now more comfortable shopping online (Winarni Riani et al., 2024) (Winarni, 2021). Therefore, it is necessary to explore alternative e-Commerce marketing strategies.

Ethical approval

Not Applicable.

Informed consent statement

Not Applicable.

Authors' contributions

Tri Sanatha Wahyu Akbar conceived the research idea, designed the study framework, and supervised the overall project, including methodology development, data interpretation, and manuscript preparation. Riani Winarni co-developed the research design, managed data collection and financial analysis, and assisted in writing and revising the manuscript, while also coordinating administrative and compliance requirements related to the PDP research grant. Galih Raspati contributed expertise in human resource management and MSME development, particularly in the literature review, data analysis, and contextualization of findings within the management field. Mulfi Sandi Yuda managed data handling and statistical analysis, assisted in drafting the manuscript, and provided significant input in the discussion and practical implications of the study.

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