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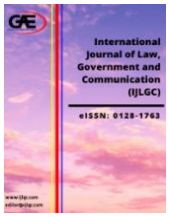

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# THE INFLUENCE OF GOVERNMENT POLICIES IN THE AGRO-TOURISM SECTOR ON INCREASING THE PROMOTION OF GRAPE FARMERS' SALES WITH INFRASTRUCTURE AS A MODERATION VARIABLE

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**Abstract:**

This study aims to analyze the influence of government policies in the fields of budget, regulation, and services on the improvement of farmers' sales promotion, as well as to assess the role of infrastructure as a moderation of the policy relationship to increase the sales of grape farmers. The data used comes from a survey conducted on a number of grape farmers. The results of the study show that government policies in the field of regulation have a significant effect on increasing farmers' sales promotion, while policies in the field of budget and services do not have a significant influence. In addition, infrastructure was shown to significantly moderate the relationship between budget policies and increased smallholder sales, but did not moderate the relationship between regulatory and service policies to increase sales. These findings indicate the importance of effective regulations and adequate infrastructure to support government policies in improving farmers' welfare.

**Keywords:**

Agro-Tourism; Farmers; Infrastructure; Promotion; Regulation

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## Introduction

Agriculture is one of the most dominant sectors in people's income in Indonesia because the majority of Indonesians work as farmers. One of the factors causing the lack of agricultural productivity is human resources who are still low in cultivating agricultural land and its results (Pertiwi et al., 2023), including in proselytizing. So the government strengthened it with Presidential Regulation Number 34 of 2016, which contains the National Priorities for Agrarian Reform, one of the programs is community empowerment to improve land use and form new productive forces (Rosidah et al., 2023). One strategy to build its productivity is to combine the agricultural and tourism sectors or better known as agrotourism, which is currently growing in Turkey (Demirezen, 2020), Rumania, (Stanciu et al., 2023), and several other countries in the world.

Agrotourism in the Joint Decree (SKB) of the Minister of Agriculture and the Minister of Tourism, Post and Telecommunications Number 204/Kpts/HK/050/4/1989 and Number KM.47/PW. DOW/MPPT/89 concerning Coordination of Agro Tourism Development is defined as a form of tourism activity that utilizes agro businesses as a tourism object and aims to expand knowledge, travel, recreation and business relations in the agricultural sector. The development of agrotourism is an activity that seeks to develop the natural resources of an area that has potential in the agricultural sector to be developed as a tourist object (agro-tourism). Plantation areas, certain vegetable production centers and rural areas have great potential to become agro-tourism (agro-tourism objects). The potential contained must be seen in terms of the natural environment, geographical location, types of products, or agricultural commodities produced, as well as facilities and infrastructure. The potential of agro-tourism is aimed at the natural beauty of agriculture and production in the agricultural sector which is quite developed (setiawati, 2023). Tourism is an activity that directly involves the community and has extraordinary energy that makes people experience changes in various aspects (Fabrianti, 2022).

**Figure 1. Wine Agrotourism Plantations in Luwu**

In South Sulawesi Province, agrotourism has begun to grow in line with the government's support for the sector. Among them agro-tourism is developed in Gowa (Nur & Niswaty, 2020), di Wajo (Nurhidayah, 2022), Enrekang (Usman & Tahir, 2022), Selayar (Ahmad et al., 2023), di Tana Toraja (Ali et al., 2022), and several other villages. The development of agrotourism

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is an activity that seeks to develop the natural resources of an area that has potential in the agricultural sector to be developed as a tourist object (agro-tourism). Plantation areas, certain vegetable production centers and rural areas have great potential to become agro-tourism (agro-tourism objects). The potential contained must be seen in terms of the natural environment, geographical location, type of product, or agricultural commodity to be produced, as well as its facilities and infrastructure.

Luwu Regency is one of the regions in South Sulawesi that has developed Agrotourism, and has even been supported by Regional Regulation Number 7 of 2021 concerning the Luwu Regency Tourism Development Master Plan for 2022-2025. In the regional regulation, the local government has the obligation to create a conducive climate for the development of tourism businesses which includes the opening of equal opportunities in doing business, facilitating, and providing legal certainty.

In the context of this study, government support in the tourism sector will be analyzed in terms of regulatory support, budget, services, and infrastructure as moderation. Government support in a study affects how the sector continues to move and grow (Indrayani & Setiawina, 2018), Even the construction of *sharia lodging facilities, halal certification of typical foods, and the construction of galleries have also had an impact on the tourism sector* (Indrayani & Setiawina, 2018). Tourism activities have increased the number of various destinations and the amount of investment in the tourism sector. This tremendous increase has made tourism an important factor in export earnings, job creation, business development and infrastructure. Tourism has undergone continuous expansion and diversification, and it has become one of the largest and fastest-growing economic sectors in the world. Although the global crisis has occurred several times, the number of international tourist trips continues to grow positively.

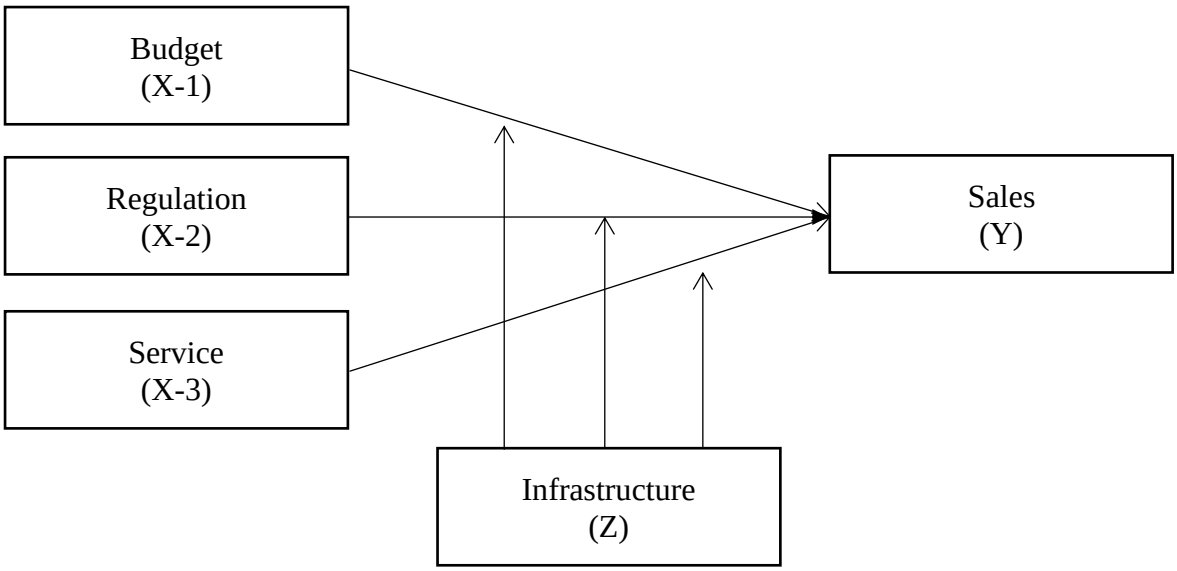


**Figure 1. Research Model**

This study examines the influence of government policies on the agro-tourism sector on increasing the sales of grape farmers, by setting infrastructure as a moderation variable. Based on the above explanation and some literature, this study aims to answer the following questions:

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RQ. 1. Do government policies in the areas of budget, regulation, and services have an influence on increasing the sales of grape farmers?

RQ. 2. Does infrastructure moderate the influence of government policies in the areas of budget, regulation, and services on increasing sales of grape farmers?

The answer to the question mentioned above will fill the void and as a contribution of this research to previous research. Research conducted by (Amani & Halmawati, 2022), Finding a budget is able to improve performance and managerial. Meanwhile (Muawanah et al., 2020) also found that the lack of government and private support for tourism will cause the sector to be traditionally managed (Ismail, 2020), and services also have a significant influence on the improvement of tourist destinations (Umur et al., 2022). In some of these researches, no one has included infrastructure variables as moderation, even though this aspect also greatly determines the process of distribution of people and pariiwata products in an area.

## Literatur Review

### *Government Policies In The Budget Sector*

Budget is a very important factor in supporting tourism activities. In a research, it was found that there is a relationship between marketing budget and the number of tourist visits, and the magnitude of the influence of marketing budget on the number of tourist visits. Tourism policy as a regulation, rule, guideline, direction, and goal of development, promotion, and strategy that provides a framework for individual and collective decision-making that directly affects the development of tourism in the long term and at the same time daily activities that take place in a destination.

Policies embody the goals and strategies that the government has adopted with respect to tourism, economic development, employment, political relations, or a combination of the three. Therefore, the involvement of the public sector is very important in determining tourism policy (Arisa, 2019). Tourism policy formulation is an important responsibility that must be carried out by governments that want to develop or maintain tourism as an integral part of the economy. For this reason, public policy takes into account the desired end result from the government and the method to achieve these results.

H1.a. Government policies in the field of budget have an effect on increasing farmers' sales promotion.
H1.b. Government policies in the field of budget have no effect on increasing farmers' sales promotion.

### *Regulatory Support*

The Luwu Regency Government has Regional Regulation Number 2 of 2009 concerning the Tourism Development Master Plan (RIPP) of Luwu Regency, which states the objects and attractions of man-made tourism in the form of museums, ancient relics, historical relics, cultural arts, agro-tourism, tirta tourism, hunting tourism, natural adventure tourism, recreational parks and entertainment venues. This is a form of support for tourism development, including grape plantation tourism.

However, in a study, it was found that sustainable tourism management seems to have difficulties considering the power that is influential in making tourism policies. This study also

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views that the mechanism for determining the regional tourism development budget is inseparable from the political element. Therefore, the right strategy or approach is needed in anticipating weaknesses that occur in the regions, especially those related to politics (Junaid & Hanafi, 2016). Therefore, regulatory support needs to be strengthened in a more concrete implementation in the tourism sector.

H2.a. Government policies in the field of Regulation have an effect on increasing the promotion of farmers' sales.
H2.b. Government policies in the field of Regulation have no effect on increasing the promotion of farmers' sales.

***Service***

Services are a very important aspect in increasing tourism in the field of agro-tourism. One way is that an online marketing strategy through social media is quite efficient and can be done to improve the image and increase the marketing of tourist attractions and improve services (Nugraha & Achmad, 2023). The need for evidence-based policymaking becomes difficult in the service aspect, especially when policy programs go beyond the boundaries of individual organizations, because they require greater institutional attention for program evaluation to make better policies (Lapuente & Van de Walle, 2020). Public services are provided to the community in the form of the use of public facilities and infrastructure carried out by the government so that agro-tourism activities run well, and grape farmers' sales increase.

H3.a. Services affect the improvement of farmers' sales promotion.
H3.b. Services have no effect on increasing farmers' sales promotion.

***Infrastructure***

From the results of research conducted by (Haryanto, 2021), Partially, road infrastructure, electricity infrastructure and the number of foreign tourists have a positive and significant effect on tourism and economic growth of Manado City. In a study in Vietnam, the most decisive impact was investment in transportation and communication infrastructure, followed by investment in the hotel and restaurant industry, and finally investment in leisure facilities (Nguyen, 2021). However, the short-term impacts of these three types of tourism infrastructure also differ in terms of their signs and magnitude. In addition, the different impacts of the three components of tourism infrastructure in the short term on the attraction of foreign tourists in general and in each foreign tourist market.

H3.a. Infrastructure to moderate government policies in the areas of budget, regulation, and services to increase the sales of grape farmers.
H3.b. Infrastructure does not moderate government policies in the areas of budget, regulation, and services to increase the sales of grape farmers

***Increased Sales of Winegrowers***

Agricultural diversification is considered an important strategy for agricultural development in India and the importance of horticultural crops as a means of diversification and the creation of additional employment opportunities in rural areas is well received. In addition, this also encourages the development of agro-industry with added value. Growing horticultural crops can provide lucrative employment for most farmers and agricultural workers throughout the year (Yarazari et al., 2021).

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In fact, a research recommends several important aspects to increase the sales of grape farmers. *First*, the government must strictly control all aspects of pre-production, production, and post-production, guide farmers to choose high-quality seeds, and optimize fertilization and treatment patterns so that the concept of quality and benefits becomes a navigator for farmers' production. *Second*, based on farmers' uncertainty about market price risk, the government should increase investment in easy-to-use information and communication systems to provide farmers with accurate and effective information on market supply and demand and price fluctuations. *Third*, the government should strengthen its support for rural financial markets, increase farmers' satisfaction with financial institutions, and improve the development of rural financial service infrastructure to effectively and efficiently reduce the impact of liquidity constraints on farmers' production and operations (Sun et al., 2022). With this pattern, it is hoped that grape farmers will be able to increase their sales.

## Methodology

### *Population and Sample*

The population of this research is grape farmers in Padang Kamburi village, Bua Ponrang District, Luwu Regency. Considering that the overall sampling framework in this study is unknown, with the total number of respondents being difficult to identify, it is not possible to apply the probability of the sample. With these considerations, this study uses non-probability sampling to collect data. The use of non-proportional samples when the number of respondents is very large and innumerable ((Latan et al., 2021). Respondents were identified using random *snowball sampling* of 600 respondents. Of the total questionnaires distributed, the response *rate* is expected to be at least 270 (45%). A response of >15% is widely considered acceptable among studies that use the survey method. Of the total number of respondents used as a sample, 120 people. The sample size was taken with consideration of the minimum sample for the Structural Equation Model (SEM) which is 100 samples (Hair, Black, Babin, & Anderson, 2018) and an error rate of 5%.

### *Item Measurement and Scale*

The use of existing measurement items is generally considered a better practice compared to undertaking a rough development, given the complexity of scale development (DeVellis, 2017; Latan et al., 2021). The researcher uses a measurement scale that has been used by previous researchers. The questionnaire in this study was measured using a 5-point likert scale from 1 (strongly disagree) to 5 (strongly agree).

### *Data Collection Procedure*

The data collection procedure in this study is as follows: *first*, the development of an instrument from the previous research by involving experts in the field of measurement with the aim of turning off the clarity of the content and the validity of the content of the questionnaire (Sekaran & Bougie, 2016). *Second*, conducting a pre-questionnaire test involving 60 respondents from grape farmers. An important aspect that is observed is the possibility of measurement errors in survey methods, such as *response bias and social desirability bias* with the aim of improving the quality of surveys ((Latan et al., 2021). In surveys, respondents sometimes answer not based on facts, but by considering social perspectives. *Third*, after the trial, we distributed the questionnaire through *a google form* and followed up by sending a notification to ensure that the questionnaire sent was accepted by the respondents. This is to reach respondents across the research area, at a low cost and in a short period of time (Latan et al., 2021). The researcher

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guarantees *the confidentiality* of the information presented by the respondents, only certain groups of data will be presented and reported as research results.

### *Hypothesis Testing*

Hypothesis testing was carried out using the Structural Equation Modelling (SEM) technique through the Partial Least Squares (PLS-SEM) approach with the help of SmartPLS 3.2.9. In use (PLS-SEM) it does not require normally distributed data, a limited number of samples, and parameter estimation can be done directly without *the requirement of goodness of fit.* The reason for the researcher to use *Partial Least Squares* (PLS-SEM) is (i) The data in this study are not all items distributed normally; (ii) literally, this research model is still untested so that the purpose of this research is to confirm the theory; and (iii) the research model falls into the category of complex models.

## Results And Discussion

### *SEM Model Validity and Reliability Test*

The analysis was carried out to determine the influence between variables in this study using variance-based Structural Equation Modeling (VB-SEM) analysis with the help of SmartPLS 3.3 software. Before the SEM model is used to estimate the variables analyzed, it is first necessary to know the validity and reliability of the resulting SEM model.

### *Model Validity Test*

The validity test used to assess the validity level of the VB-SEM model in this study is the validity of Convergen. There are two ways to determine the validity of the SEM model with convergent validity techniques, namely looking at *the outer loading* value (Loading factor) and the *Average Variance Extracted* (AVE) value.

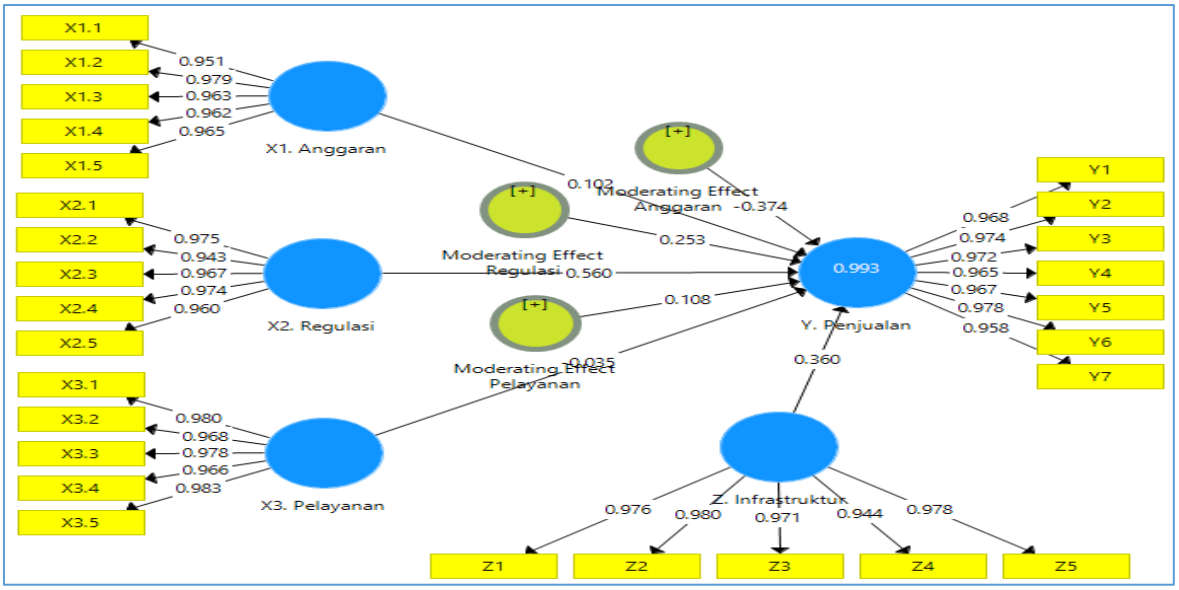


**Figure 1. Outer model PLS-SEM**

The required loading factor value is >0.7 In the validity test carried out, it is known that all indicators have a value of >0.7. The SEM model that has been declared valid is presented in figure 1 and table 1.

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**Table 1. Validity and Reliability of the PSL-SEM Model**

| Variable | Indicator | Loading factor | Cut off Value | AVE | Validity | Cronbach's Alpha | CR | Reliability |
|---|---|---|---|---|---|---|---|---|
| X1 | X1.1 | **0.951** | 0.7 | **0.930** | valid | **0.981** | **0.985** | Reliable |
| | X1.2 | **0.979** | 0.7 | | valid | | | |
| | X1.3 | **0.963** | 0.7 | | valid | | | |
| | X1.4 | **0.962** | 0.7 | | valid | | | |
| | X1.5 | **0.965** | 0.7 | | valid | | | |
| X2 | X2.1 | **0.975** | 0.7 | **0.929** | valid | **0.981** | **0.985** | Reliable |
| | X2.2 | **0.943** | 0.7 | | valid | | | |
| | X2.3 | **0.967** | 0.7 | | valid | | | |
| | X2.4 | **0.974** | 0.7 | | valid | | | |
| | X2.5 | **0.960** | 0.7 | | valid | | | |
| X3 | X3.1 | **0.980** | 0.7 | **0.951** | valid | **0.987** | **0.990** | Reliable |
| | X3.2 | **0.968** | 0.7 | | valid | | | |
| | X3.3 | **0.978** | 0.7 | | valid | | | |
| | X3.4 | **0.966** | 0.7 | | valid | | | |
| | X3.5 | **0.983** | 0.7 | | valid | | | |
| Z | Z1 | **0.976** | 0.7 | **0.941** | valid | **0.989** | **0.991** | Reliable |
| | Z2 | **0.980** | 0.7 | | valid | | | |
| | Z3 | **0.971** | 0.7 | | valid | | | |
| | Z4 | **0.944** | 0.7 | | valid | | | |
| | Z5 | **0.978** | 0.7 | | valid | | | |
| Y | Y1 | **0.968** | 0.7 | **0.939** | valid | **0.984** | **0.988** | Reliable |
| | Y2 | **0.974** | 0.7 | | valid | | | |
| | Y3 | **0.972** | 0.7 | | valid | | | |
| | Y4 | **0.965** | 0.7 | | valid | | | |
| | Y5 | **0.967** | 0.7 | | valid | | | |
| | Y6 | **0.978** | 0.7 | | valid | | | |
| | Y7 | **0.958** | 0.7 | | valid | | | |

The value that measures the validity of the SEM model based on *Average Variance Extracted* (AVE) is > 0.5. Based on Table 1, the AVE values for all variables observed in this study > 0.5 so it can be said that all variables are valid and can be used to test the SEM model.

**Reliabilitas Model**

Reliability is a measure of the consistency of indicators in measuring their variables. The values used to determine the level of reliability of the SEM model are *Composite Reliability and Cronbach Alpha*. This type of reliability serves to determine the internal reliability level of variable indicators. The standard value of Cronbach's Alpha is a variable so that it is declared reliable is >0.6, while the standard value for Composite Reliability is >0.7. Therefore, based on table 1 above, it is known that all variables have a Cronbach's Alpha value of >0.06 and a Composite Reliability value of >0.7 so that it can be stated that the analyzed SEM model is reliable.

***Variable Influence Analysis and Hypothesis Test***

SEM analysis aims to test the magnitude of the influence of independent variables on dependent variables. The SEM model results of the analysis of the influence between variables are shown in the Figure below.

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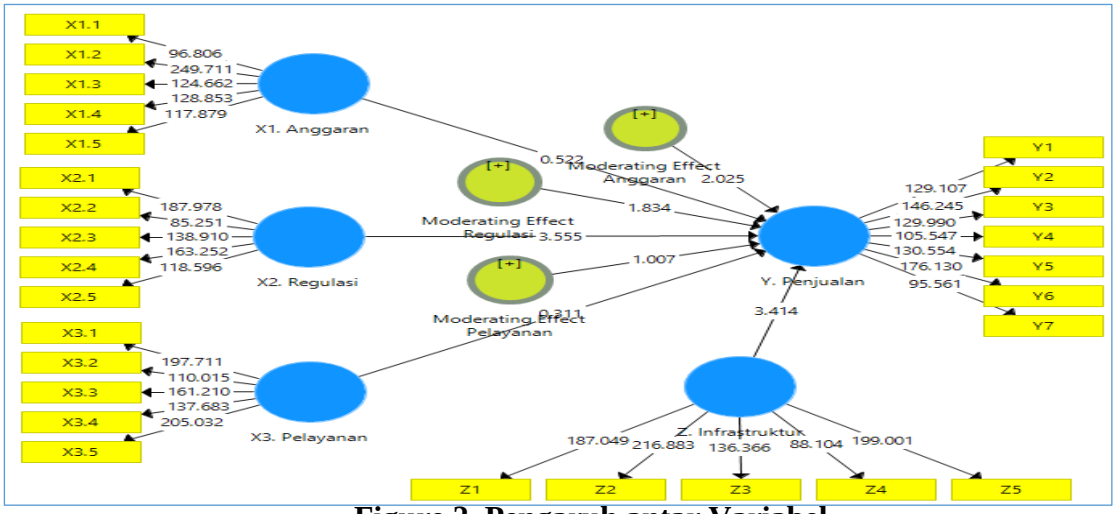


**Figure 2. Pengaruh antar Variabel**

The analysis of the influence of variables observed in this study is the influence of budget, regulation, and service variables on sales (Y) and the analysis of moderator variables (infrastructure). The analysis is also used to test research hypotheses. The magnitude of the influence of these variables is shown in Table 2.

**Table 2. Influence of variables**

| Pengaruh antar variabel | T Statistics | T Tabel | P Values | Cut off P value | Hipotesis |
|---|---|---|---|---|---|
| Moderating Effect Anggaran -> Y. Penjualan | 2.025 | 1.98 | **0.043** | 0.05 | Accepted |
| Moderating Effect Pelayanan -> Y. Penjualan | 1.007 | 1.98 | **0.315** | 0.05 | Rejected |
| Moderating Effect Regulasi -> Y. Penjualan | 1.834 | 1.98 | **0.067** | 0.05 | Rejected |
| X1. Anggaran -> Y. Penjualan | 0.522 | 1.98 | **0.602** | 0.05 | Rejected |
| X2. Regulasi -> Y. Penjualan | 3.555 | 1.98 | **0.000** | 0.05 | Accepted |
| X3. Pelayanan -> Y. Penjualan | 0.311 | 1.98 | **0.756** | 0.05 | Ditolak |

Based on Table 2 above, hypothesis tests can be carried out as follows:

Hypothesis 1: It is suspected that government policies in the field of budget have a significant effect on increasing farmers' sales promotion. The results of the statistical T analysis obtained a calculated t value = 0.522< t table = 1.98 with a P Value of 0.602 or greater than the *Cut off Value* of 0.05. This means that government policy variables in the budget sector have a significant effect on increasing farmers' sales promotion. So it can be stated that hypothesis 1 is rejected.

Hypothesis 2: It is suspected that government policies in the field of regulation have a significant effect on increasing farmers' sales promotion. The results of the statistical T analysis obtained a calculated t value = 3,555> t table = 1.98 with a P Value of 0.000 or smaller than the *Cut off Value* of 0.05. This means that government policy variables in the field of regulation have a significant effect on increasing farmers' sales promotion. So it can be stated that hypothesis 2 is accepted.

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Hypothesis 3: It is suspected that services have a significant effect on increasing farmers' sales promotion. The results of the statistical T analysis obtained a calculated t value = 0.311< t table = 1.98 with a P Value of 0.756 or greater than the *Cut off Value* of 0.05. This means that the service variable has a significant effect on increasing farmers' sales promotion. So it can be stated that hypothesis 3 is rejected.

Hypothesis 4: It is suspected that infrastructure moderates government policies in the field of budget towards increasing sales of grape farmers. The results of the statistical T analysis obtained a calculated t value = 2.025> t table = 1.98 with a P Value of 0.043 or smaller than the *Cut off Value* of 0.05. This means that infrastructure variables moderate government policies in the budget sector towards increasing sales of grape farmers. So it can be stated that hypothesis 4 is accepted.

Hypothesis 5: It is suspected that infrastructure moderates government policies in the field of services to increase sales of grape farmers. The results of the statistical T analysis obtained a calculated t value = 1.007< t table = 1.98 with a P Value of 0.315 or greater than the *Cut off Value* of 0.05. This means that the infrastructure variable does not moderate government policies in the service sector towards increasing the sales of grape farmers. So it can be stated that hypothesis 5 is rejected.

Hypothesis 6: It is suspected that infrastructure moderates government policies in the field of regulation towards increasing sales of grape farmers. The results of the statistical T analysis obtained a calculated t value = 1.834< t table = 1.98 with a P Value of 0.067 or greater than the *Cut off Value* of 0.05. This means that the infrastructure variable does not moderate government policies in the field of regulation to increase the sales of grape farmers. So it can be stated that hypothesis 6 is rejected.

## Discussion

### *Government Policy in the Budget Sector Towards Increasing Farmers' Sales Promotion*

The results of the analysis show that government policies in the field of budget do not have a significant influence on the increase in farmers' sales promotion, with a calculated t value of 0.522 which is smaller than the table t of 1.98, and a P Value of 0.602 which is greater than the Cut off Value of 0.05. This indicates that the budget allocation made by the government is not strong enough to encourage an increase in farmers' sales promotion. This budget failure may be caused by improper allocation or lack of focus on the promotional aspect of the use of the budget.

The rejection of this hypothesis suggests that although budgets are often considered an important factor in supporting various government initiatives, in this context, budget allocation does not have the expected impact on sales promotion. There may be other factors, such as ineffectiveness in budget management or incorrect priorities in its allocation, that lead to these insignificant results. In addition, limitations in the capacity of local governments to implement the budget can also be one of the causes.

These findings encourage the need for further evaluation of government budget policies, especially in the agricultural sector. A more focused and targeted budget allocation strategy may be needed to increase the effectiveness of these policies. The government needs to

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consider a more strategic approach to using the budget, focusing on activities that can actually boost farmers' sales promotion, such as marketing training or broader promotional campaigns.

***Government Policy In The Field Of Regulation On Increasing Farmers' Sales Promotion***
Statistical analysis shows that government policies in the field of regulation have a significant influence on the increase in farmers' sales promotion, with a calculated t value of 3.555 which is greater than the table t of 1.98, and a P Value of 0.000 which is smaller than the Cut off Value of 0.05. These results show that the regulations implemented by the government have succeeded in creating a conducive environment for farmers to increase their sales promotion. Good regulations are able to provide the guidance and support needed by farmers in running their businesses.

The acceptance of this hypothesis emphasizes the importance of effective regulation as a tool to encourage the growth of the agricultural sector, especially in the context of sales promotion. Well-designed regulations can cover various aspects such as product quality standards, protection of farmers' rights, and ease of market access. When these regulations are implemented appropriately, they can increase consumer confidence and expand the market for farmers' products, ultimately increasing sales.

Regulation can also serve as an instrument to create stability and certainty in the agricultural market, which is crucial for farmers in making long-term business decisions. The success of regulatory policies in this context shows that comprehensive and consistently implemented regulations can have a significant positive impact on farmers and the rural economy as a whole.

***Services To Increase Farmers' Sales Promotion***
The results of the analysis show that the services provided by the government do not have a significant influence on the increase in farmers' sales promotion, with a calculated t value of 0.311 which is smaller than the table t of 1.98, and a P Value of 0.756 which is greater than the Cut off Value of 0.05. This **shows** that although services are considered important, in this case, the services provided are not enough to significantly increase the sales promotion of farmers. This may be due to inadequate service quality or not in accordance with the needs of farmers.

The rejection of this hypothesis indicates that services provided by the government, such as training, mentoring, or sales facilities, do not have the expected impact in the context of increased sales promotion. Possibly, the existing services are not focused on the most important aspects for farmers, or their implementation is not optimal. For example, services that do not respond to the specific needs of farmers or that are provided in an inefficient manner can reduce their effectiveness.

To improve this situation, the government needs to review the type and quality of services provided to farmers. A more inclusive and responsive approach to the needs of farmers may be needed to ensure that the services provided can actually help improve the promotion and sale of agricultural products. Adjustments in this service strategy will be crucial to achieve better outcomes in the future.

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***Infrastructure Moderates Government Policies In The Budget Sector Towards Increasing Sales Of Grape Farmers***

The analysis shows that infrastructure significantly moderates the relationship between government budget policies and increased grape farmers' sales, with a calculated t value of 2.025 which is greater than the table t of 1.98, and a P Value of 0.043 which is smaller than the Cut off Value of 0.05. This shows that adequate infrastructure is able to strengthen the positive influence of budget policies on increasing farmers' sales. Good infrastructure, such as adequate roads, storage facilities, and market access, allows farmers to utilize government budgets more effectively.

The acceptance of this hypothesis shows that infrastructure is a key factor that can strengthen the impact of budget policies. Adequate infrastructure not only supports the distribution and marketing of products but also increases the efficiency and productivity of farmers. With good infrastructure, farmers can more easily access the market, which ultimately increases their sales volume and income.

These results also show that government investment in infrastructure can be an effective strategy to increase the effectiveness of budget policies in the agricultural sector. Adequate infrastructure can be a catalyst for rural economic growth, especially in supporting the development of the agro-tourism sector and increasing sales of agricultural products. Therefore, focusing on the development and maintenance of infrastructure that supports the agricultural sector is very important.

***Infrastructure Moderates Government Policies In The Service Sector Towards Increasing Sales Of Grape Farmers***

The results of the analysis show that the infrastructure does not significantly moderate the relationship between service policies and the increase in sales of grape farmers, with a calculated t value of 1,007 which is smaller than the table t of 1.98, and a P Value of 0.315 which is greater than the Cut off Value of 0.05. This shows that the existence of infrastructure does not strengthen the relationship between services provided by the government and increased sales. The existing infrastructure may not be sufficient to support a significant increase in grape farmers' sales.

The rejection of this hypothesis indicates that although infrastructure is important, in this context, existing infrastructure is not able to moderate the relationship between service and increased sales. This may be due to the quality or coverage of infrastructure that is not in accordance with the needs of farmers, or it may also be because the type of services provided is not directly related to the existing infrastructure needs.

These findings emphasize the need for further evaluation of the suitability between the available infrastructure and the types of services provided by the government. The government needs to ensure that the infrastructure built or provided really supports the type of services provided, so that it can strengthen the positive impact on farmers' sales. This alignment between infrastructure and services is essential to achieve optimal results in supporting the agricultural sector.

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***Infrastructure Moderates Government Policies In The Field Of Regulation To Increase Sales Of Grape Farmers***

The results of the analysis show that infrastructure does not significantly moderate the relationship between regulatory policies and increased sales of grape farmers, with a calculated t value of 1.834 which is smaller than the table t of 1.98, and a P value of 0.067 which is greater than the Cut off Value of 0.05. This shows that although regulation has a significant effect on sales, infrastructure does not reinforce that influence. The existing infrastructure may not be strong or relevant enough to increase regulatory effectiveness in supporting increased sales.

The findings also highlight the importance of synergy between regulatory policies and relevant infrastructure development. Effective regulation requires the right infrastructure support to be implemented properly and achieve the desired results. For example, regulations that promote quality standards for agricultural products may not have a significant impact without a supportive storage and distribution infrastructure. When the infrastructure is inadequate, the full potential of the existing regulations cannot be realized, and this has an impact on the effectiveness of the regulations in increasing sales of grape farmers.

Therefore, the government needs to consider a more integrated approach between regulatory policies and infrastructure development. This could involve developing infrastructure that directly supports specific regulations, so that the two can work synergistically to achieve the desired increase in sales. For example, if regulations demand higher product quality, supporting infrastructure, such as modern processing and storage facilities, should be provided to help farmers meet those standards. Only with the right combination of policies and adequate infrastructure can the goal of increasing grape farmers' sales be achieved more effectively.

## Conclusion and Advice

Based on the results of this study, it can be concluded that government policies in the field of regulation have a significant influence on increasing farmers' sales promotion, while policies in the field of budget and services do not have a significant influence. In addition, infrastructure plays an important role in moderating the relationship between budget policies and increasing sales of grape farmers, but it is not effective in moderating the relationship between regulatory and service policies and increased sales. These results show that the success of government policies in supporting the agricultural sector is highly dependent on the type of policies implemented and adequate infrastructure support.

Based on the findings of this study, it is recommended that the government focus more on developing effective and relevant regulations for the agricultural sector and ensure that these regulations are supported by adequate infrastructure. The government also needs to evaluate and improve budget and service allocations, so that it is more directed and in accordance with the needs of farmers. In addition, the development of infrastructure that is relevant to the specific needs of farmers is very important to ensure that existing policies can be implemented optimally and have a maximum impact on increasing sales and farmers' welfare.

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