



MIDDLEMAN LEVEL OF COMMITMENT IN BUILDING
RELATIONSHIP WITH THE SMALL FARMER

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ABSTRACT

This field investigation had been conducted in order to determine the middleman level of commitment in building relationship with the small farmer. The researcher has used three variables in order to measure the middleman level of commitment in their relationship with the small farmer. There are risk sharing, information sharing, and resources sharing. This study attempts to collect a data through the questionnaire and conducting a personal interview. By measuring the middleman level of commitment with the three variables, it indicates that their levels of commitment in building the relationship are not committed enough. There are still few middleman refuse to commit in the relationship and still profit oriented. However, this study has found that sharing information is a majority kind of sharing that they implement to enhance their relationship compare to share a risk and resources.