

Original Research Article

The Trust as a Linchpin when Social Norms and Network Effect on the Productivity of Farmer Women's Group

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Abstract: This study aims to provide empirical evidence that social norms and networks affect the productivity of farmer women's groups by mediating beliefs. The subjects of this study were 121 farmer women in the Kanigaran Farmer women's group, Kanigaran District, Probolinggo City. The samples were all taken by proportional random sample method. The data used is in the form of primary data from the results of questionnaires distributed to respondents, while data analysis uses SEM PLS. The results showed that social norms and networks affect trust. It was also revealed that social norms and networks also affect the productivity of farmer women's groups. Furthermore, the study also found that trust affects the productivity of farmer women's groups and at the same time trust can mediate the influence of social norms and networks on the productivity of farmer women's groups.

Keywords: Social capital, social norms, networks, trust, productivity of farmer women groups.

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I. INTRODUCTION

In terms of the national economy, agricultural growth has strategic significance. The real contribution of agriculture to the production of food, feed, industrial raw materials, and bioenergy as well as its ability to absorb labor, generate foreign exchange, generate income, and protect the environment through environmentally friendly agricultural methods demonstrate the strategic importance of agriculture. The goals of national economic development, which include improving the standard of living of the Indonesian people, encouraging economic expansion, reducing poverty, creating jobs, and maintaining the balance of the environment and natural resources, are in line with the strategic role played by agriculture.

Farmer groups are institutions that can encourage farmer productivity. Productivity from the basic word production can be interpreted as a stage of making or adding new use value or benefits (Mantali *et al.*, 2021). Based on this understanding, it can be said that the productivity of farmer groups is an effort to maintain and maintain the performance of farmer groups in increasing agricultural production. Farmers who understand the important role of farmer groups in creating competitive agricultural commodities will experience increased production (Harahap & Herman, 2018). Therefore, increasing the productivity of farmer groups can imply an increase in overall farmer

productivity. For farmer groups to improve their roles and functions, more focused, focused, and planned development efforts are needed.

For the community, social capital has been believed to have a great influence. The World Bank defines social capital as the institutional components, established ties, and norms that determine the type and number of social bonds in a community and serve as a cohesive element that unites group members (Alfiansyah, 2023). When the rules, values, and patterns of social interaction of a society help structure the daily lives of its citizens, then the components of social capital will develop. Social capital, according to (Adler & Kwon, 2002), is the goodwill available to individuals or groups. Its source lies in the structure and content of the actor's social relations. The effect flows from the information, influence, and solidarity available to actors. Social capital is defined as the characteristics of social people or organizations, such as network connections, norms, and beliefs that enable coordination and collaboration for mutual benefit (Hoang & Truong, 2021). The social capital dimension refers to all the things that bind individuals together to pursue common goals and are limited by norms and values that develop and are followed.

Compared to metropolitan areas, rural areas have different conditions of social capital. Urban

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communities, which can often take care of themselves without having to rely on others, are different from rural communities, whose living systems are usually grouped based on family structure (Soejono, 2012). There are three factors contributing to the low productivity and inefficiencies of small-scale farming: (1) inadequate farmer education; (2) lack of funding and knowledge of new technologies; and (3) non-market-oriented agriculture. Raising capital can be one way to increase agricultural production. Raising capital can be one way to increase agricultural production. Although capital plays an important role in increasing agricultural production, few people realize that the growth of social capital and human capital also contributes to increased productivity (Mubyarto, 1996).

Similarly, in Kanigaran District, Probolinggo City has a Farmer Women's Group (KWT), where this farmer group is used as a forum for women to provide opportunities to participate in advancing the agricultural sector, especially those in urban areas (Ardiani & Rusmala Dibyorini, 2021). KWT in the Kanigaran sub-district focuses on housewives in urban areas using the land around the house to produce useful crops, especially vegetables such as mustard greens, spinach, chili, and others. However, in its implementation, KWT in Kanigaran District has constraints in the operation of its organizational activities related to group productivity, including those related to social capital. One of them is about the network where this KWT gets facilities related to financing or business capital. However, some farmers in the group are less able to use the capital for business development. This has an impact on business sustainability is hampered and some choose vacuum.

The idea of social capital implies the importance of interpersonal relationships. By fostering and nurturing relationships, people can collaborate to achieve goals that have been achieved and reduce the potential for great difficulties or obstacles. Therefore, this study was conducted to further examine and provide empirical evidence related to the Role of Social Capital in Increasing the Productivity of Women Farmer Groups in Kanigaran District, Probolinggo City.

II. LITERATURE REVIEW

Social capital, according to Bourdieu (Sunoto, 2014), is all social and cultural elements that have economic value and can be institutionalized. This includes all resources such as social networks, beliefs, and norms that allow actual and potential ownership of a fixed network of institutional relationships based on shared knowledge and recognition. For trust and collaboration to develop together, relationships within an institution are built on individual recognition. The concept (Uphoff, 2000) divides social capital into two categories of dimensions (Dewita *et al.*, 2020), namely the first dimension is cognitive, which is about Values, attitudes, and beliefs that affect reciprocity, solidarity, and trust that encourage community cooperation in

achieving common goals are part of the cognitive component. The second dimension is structural, which refers to the structure and breadth of local community institutions and organizations that support and promote group activities for the good of society.

There are three aspects of forming social capital according to (Arum *et al.*, 2023; Prayitno *et al.*, 2019), including the value of social norms, networks, and trust. Norms are tangible values in general. Designed to act as a guide for everyone to follow prevailing social norms. Commonly accepted ideals in society, or norms, can control the behavior of individuals within a group or community. According to (Putnam, 1993), social capital related to people in society, especially formal networks, takes the form of social bonds in the form of networks (Prayitno *et al.*, 2019). Trust is defined as something that is exchanged based on shared norms for the benefit of the people. Trust concerns reciprocal relationships. If each party has expectations that are equally met by both parties, then a high level of trust will be realized (Azzahra & Sulandjari, 2022).

Productivity is a global idea that aims to produce more products and services for more people using fewer resources (Ali, 2017). In general, men make up the bulk of the peasant group. However, along with increasingly complex changes, the creativity of the Farmer women's group has developed as a forum for women to continue to innovate in agriculture (Margayaningsih, 2020). The measurement of productivity of farmer women groups can be measured through indicators according to (Simamora, 2015) consisting of quantity, quality, and Punctuality.

III. RESEARCH CONCEPT FRAMEWORK AND HYPOTHESIS

This study is intended to analyze the role of social capital in increasing farmer productivity in the Farmer women's group, Kanigaran District, Probolinggo City with three (3) social capital indicators used for measurement, namely: trust, social norms, and networks. Social capital can have an impact on increasing farmer productivity stated in research (Tambunan *et al.*, 2018; Rahayu & Sahnun, 2019; Aziz *et al.*, 2019b; Anjarwati *et al.*, 2020 and Laksono *et al.*, 2022).

Social norms prevailing in farming communities can affect the level of trust between farmers. Strong social norms may also encourage farmers to better support each other and work together in using agricultural practices to increase agricultural productivity. Trust in this regard can be an intervening variable that influences the relationship between social norms and agricultural productivity.

A network is a form of social capital in the form of social relations related to individuals in society, especially formal networks. Networking can encourage farmers to join forces with other farmers to build

cooperation and coordination. Cooperation between farmers through agricultural behavior and practices in its implementation has a close relationship with trust. In the social process, shared cultural values that are believed to be cooperation, togetherness, and harmony built-in social interactions have formed trust as one of the elements in social capital that can build more intensive interactions in the collaboration process (Irwani *et al.*, 2023). Cooperation and coordination in agricultural practices can be easily done if there is trust, making it easier to interact with each other. Farmers who have a high level of trust are more likely to share knowledge, resources, and support with other farmers. In line with (King *et al.*, 2019) which states that trust can also create and enable

the establishment of social capital that bridges relationships between different individuals or groups with similar economic and social backgrounds to allow for the sharing of new resources. This can certainly encourage an increase in farmer productivity, so trust can act as an intervening variable that connects networks with farmer productivity.

So based on the explanation above, it can be concluded that there is a relationship between social norms and networks that play a role in increasing farmer productivity through trust. The relationship between the variables used in this research model is outlined in the form of a conceptual framework as follows:

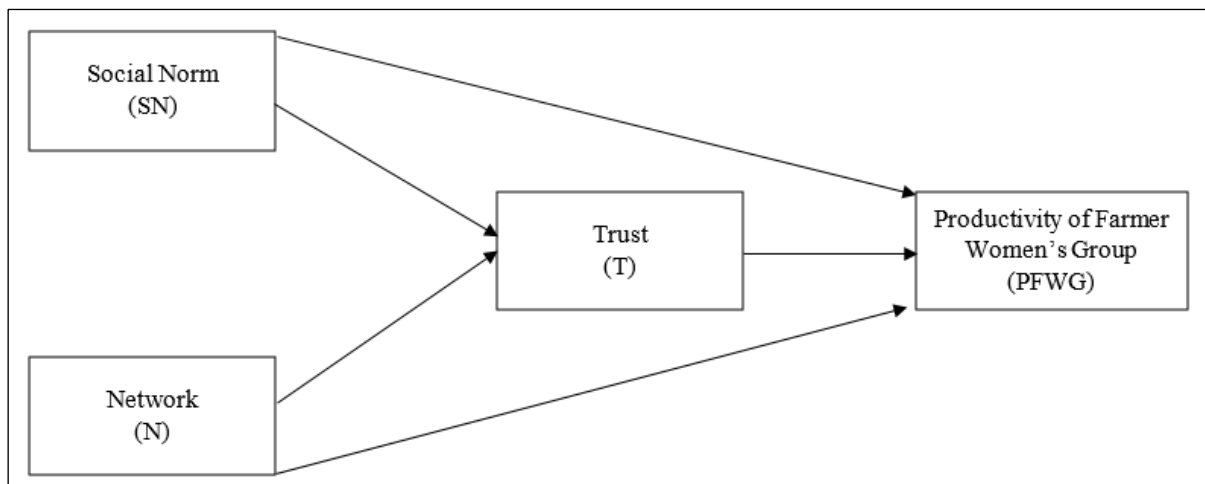


Figure 1: Research Concept Framework

The following is the formulation of research hypotheses based on the research framework:

- H1: Social norms and networks affect trust in the Farmer Women's Group in Kanigaran District, Probolinggo City
- H2: Social norms and networks affect farmer productivity in the Farmer women's group in Kanigaran District, Probolinggo City
- H3: Trust affects farmer productivity in the Farmer Women Group in Kanigaran District, Probolinggo City
- H4: Social norms and networks affect farmer productivity in the Farmer Women Group in Kanigaran District, Probolinggo City through trust

IV. RESEARCH METHODS

1. Types of Research

This study uses a quantitative approach that aims to test theories, build facts, show relationships and influences and comparisons between variables, and provide statistical descriptions interpreting and forecasting the results (Siregar, 2017). The research method used is the explanatory research method, which provides explanations and tests hypotheses between one variable and another.

2. Research Location

The location of this research was conducted in Kanigaran District, Probolinggo City. The reason the researchers chose this location was a group of peasant women in Kanigaran District, Probolinggo City.

3. Research Variables

Table 1: Research Variables

Variable	Indicator	Reference
Social Norms (SN)	a. Observance of customary norms b. Adherence to existing norms within the farmer group	(Prayitno <i>et al.</i> , 2019; Vipriyanti, 2011)
Network (N)	a. Farmer participation in the network b. Ability to access information c. Seriousness in the network	(Prayitno <i>et al.</i> , 2019; Vipriyanti, 2011)

Variable	Indicator	Reference
Trust (T)	a. Level of trust in fellow farmers b. Level of trust in prevailing customary norms c. The level of trust in the farmer women’s group	(Prayitno <i>et al.</i> , 2019; Vipriyanti, 2011)
Productivity of Farmer Women's Groups (PFWG)	a. Quantity b. Quality c. Punctuality	(Simamora, 2015)

Source: Data processed by researchers, 2023

4. Sampling Techniques

In this study, the population taken or used were members of the Farmer Women's Group, Kanigaran District, Probolinggo City, which amounted to 7 farmer groups with a total of 175 peasant women. This study used a proportional random sample approach, which is one type of probability sampling methodology. This study used the Slovin formula for farmer sampling. This calculation shows that 121 samples will be the sample size for the entire population. In addition, the number of samples for each group of women farmers was determined proportionally for each group.

5. Data Analysis Techniques

The data analysis used was Partial Least Square-Structural Equation Modelling (PLS-SEM) with Smart PLS Ver. 3.0 tool. To ensure that research instruments can be used (valid and reliable) as measurements, an outer model analysis is carried out. There are three instrument test criteria for assessing the outer model which refers to (Hair *et al.*, 2021), namely: (1) Convergent Validity is the value of loading factors on

latent variables with indicators with expected values > 0.7; (2) Discriminant validity by comparing the intended construct value must be greater than other construct values and can also use the Average Variance Extracted (AVE) value which is the average value of variance which is at least ≥ 0.5; (3) Composite Reliability where a construct is said to be reliable if the value of composite reliability is above 0.7. The next stage is to perform an inner model analysis to evaluate the relationships between constructs. By looking at the path coefficients that describe the strength of the relationship between constructs. To assess the significance of the path coefficient can be seen from the t-test or critical ratio obtained from the bootstrapping process.

V. FINDINGS AND DISCUSSION

A. Profil Respondent

The following demographic data characteristics of respondents in this study consist of gender, age, education level, and type of business shown in Table 2:

Table 2: Demographic Respondents

Characteristic	Category	Frequency	Percentage
Age	31-40 years	31	25.6%
	41-50 years	60	49.6%
	> 50 years	30	24.8%
Education Level	Senior High School	111	91.7%
	Diploma	10	8.3%
Total of Family Members	<3 persons	10	8.3%
	3-5 persons	111	91.7%
Length of Business	<3 years	80	66.1%
	3-5 years	30	24.8%
	>5 years	11	9.1%

Source: Data processed by researchers, 2023

Table 2 shows that of the 121 respondents members of the Farmer Peasant Women's Group in Kanigaran District, Probolinggo City is dominated by women, the age range is in the range of 41-50 years, the education level is mostly high school and the majority of family members are 3-5 people and the length of running a business is the most in the range of <3 years.

B. Descriptive Analysis

Descriptive analysis to see the frequency distribution of data for each research variable. Social norms are reflected by 2 indicators, namely adherence to

customary norms and obedience to norms within farmer groups. The network is reflected by 3 indicators, namely the participation of farmers in the network, the ability to access information, and the seriousness of the network. Trust is reflected by 3 indicators, namely the level of trust in fellow farmers. Meanwhile, the productivity of the farmer women's group is reflected by 3 indicators, namely the participation of farmers in the network, the ability to access information, and the seriousness of the network. A descriptive analysis of each of these variables can be known as follows:

Table 3: Descriptive Analysis Results

Variables and Indicators	Instrument Items	Mean	
Productivity of Farmer Women's Group (PFWG)		4.07	
Quantity	PFWG1	4.08	3.99
	PFWG2	4.12	
	PFWG3	3.77	
Quality	PFWG4	3.98	4.22
	PFWG5	4.28	
	PFWG6	4.39	
Punctuality	PFWG7	4.03	4.01
	PFWG8	3.89	
	PFWG9	4.08	
	PFWG10	4.02	
Trust (T)		4.24	
The level of trust in other farmers	T1	4.02	4.17
	T2	4.07	
	T3	4.10	
	T4	4.47	
The degree of trust in the prevailing customs	T5	4.37	4.38
	T6	4.24	
	T7	4.53	
Level of trust in the farmer women's groups	T8	4.28	4.21
	T9	4.17	
	T10	4.18	
Social Norms (SN)		4.13	
Observance of customary norms	SN1	3.97	4.13
	SN2	4.51	
	SN3	3.93	
Adherence to existing norms within the farmer group	SN4	3.79	4.01
	SN5	4.01	
	SN6	4.12	
	SN7	4.12	
Network (N)		3.96	
Farmer participation in the network	N1	4.07	4.01
	N2	3.98	
	N3	3.98	
Ability to access information	N4	4.11	4.17
	N5	4.02	
	N6	4.36	
	N7	4.21	
Seriousness in the network	N8	3.40	3.62
	N9	3.76	
	N10	3.69	

Source: Data Processed by Researchers, 2023

The main aspect that supports the creation of productivity of the farmer women's group is quality. With the quality factor, it is expected that the productivity of farmer groups as illustrated through the agricultural results obtained, the performance of farmer groups, and the ability and knowledge of farmers that are increasing can be optimal. The main factor that supports trust is the level of trust in prevailing customs. The belief in customs in the community that are still strongly carried out by peasant women can support agricultural activities carried out, including believing that earth alms and thysanuran events can bring next harvest, believing that distributing crops to people in

need can bring benefits for the next harvest and stop doing farming activities when the Maghrib Adhan arrives. The main supporting aspect of social norms is the observance of customary norms. Adherence to data norms can be characterized by giving crops to the needy as a form of gratitude. The main factor that affects the network is the ability to access information. The ease of exchanging information between fellow farm women regarding good farming methods makes it possible for farmwomen to improve their ability to farm.

C. Analysis Outer Model

At the outer model analysis stage, it shows the quality of data measurements and confirms the validity

and reliability of the model. The following are the results of the outer model analysis shown in Table 4:

Table 4: Outer Model Results

Latent Construct	Item	Loading factor	AVE	Composite Reliability
Social Norms	SN1	0,824	0.600	0.889
	SN2	0,726		
	SN3	0,767		
	SN4	0,762		
	SN5	0,771		
	SN6	0,747		
	SN7	0,819		
Network	N1	0,785	0.615	0.931
	N2	0,756		
	N3	0,773		
	N4	0,849		
	N5	0,771		
	N6	0,767		
	N7	0,790		
	N8	0,716		
	N9	0,861		
	N10	0,766		
Trust	T1	0,760	0.612	0.930
	T2	0,826		
	T3	0,765		
	T4	0,745		
	T5	0,801		
	T6	0,752		
	T7	0,771		
	T8	0,793		
	T9	0,825		
	T10	0,779		
Productivity of Farmer Women Group	PFWG1	0,786	0.585	0.921
	PFWG2	0,776		
	PFWG3	0,764		
	PFWG4	0,721		
	PFWG5	0,755		
	PFWG6	0,765		
	PFWG7	0,804		
	PFWG8	0,766		
	PFWG9	0,734		
	PFWG10	0,772		

Sumber: Pengolahan data dengan Smart PLS Ver. 3.2.9

Based on the results of the outer model in Table 2 show convergent validity showing that from each value of the loading factor, the entire statement item > 0.7, and the value of Average Variance Extracted (AVE) in each construct has a value of > 0.5 so that it is concluded that the instrument can be said to be valid. The results of

composite reliability show that it has a value of > 0.7 can mean that all constructs have high reliability.

D. Inner Model Analysis

The inner model is the stage of structural model analysis which includes R-square (R²), and Predictive Relevance (Q²) whose results are shown in the following table:

Table 5: R² Analysis

Criterion	Rule of Thumb	Test Results	Results classification
R-square (R ²)	0.67; 0.33 and 0.19 indicate strong, moderate, and weak models (Chin, 1998)	Trust: 0.421 Productivity of Women Farmer Group: 0.478	Moderate Moderate

Source: Data processing, 2023

Table 6: Analisis Q2 (Predictive Relevance)

Variable endogenous	Rule of Thumb	Q ² test results
Trust	Q ² > 0 models have predictive relevance, Q ² < 0 model has no predictive relevance	0,242
Productivity of Farmer Women Group	(Ghozali & Latan, 2015)	0,267

Source: Data processing, 2023

Q² produced by the variable of trust and productivity of the Farmer Women Group as a whole has a value of > 0 so it can be concluded that the model has predictive relevance.

E. Hypothesis Testing

The criteria for a hypothesis to be accepted if the p-value < 0.5 t-test/critical ratio > 1.96. The results of the hypothesis test in this study are shown in Table 7 below:

Table 7: Hypothesis Test Results

H	Variable Relationships	Original Sample (O)	t-test	p-value	Details
H1	Social Norms → Trust	0.315	2.852	0,005	Accepted
	Network → Trust	0.431	4.530	0,000	
H2	Social norms → Productivity of Farmer Women Group	0.239	2.145	0,032	Accepted
	Network → Productivity of Farmer Women Group	0.309	2.505	0,013	
H3	Trust → Productivity of Farmer Women Group	0.280	2.841	0,005	Accepted
H4	Social norms → Trust → Productivity of Farmer Women Group	0.088	2.184	0,029	Accepted
	Network → Trust → Productivity of Farmer Women Group	0,121	2.206	0,028	

Source: Data processing, 2023

Based on the results of the hypothesis test shown in Table 7 H1 shows a positive relationship between social norms and networks to trust supported by a t-test value of 2.852; p-value of 0.005 and t-test of 4.530; p-value of 4.530. H2 showed a positive influence of social norms and networks on the productivity of the Farmer Women Group (t-test 2,145; p-value 0.032 and t-test 2,505; p-value 0.013). H3 which stated the significant effect of confidence on the productivity of the Farmer Women Group (t-test 2,841; p-value 0.005). It is also stated in H4 that social and network norms on the productivity of the Farmer Women's Group through trust (t-test 2,184; p-value 0.029 and t-test 2,206; p-value 0.028).

VI. DISCUSSION

1. The Impact of Networks and Social Norms on Trust in The Farmer Women's Group, Kanigaran District, Probolinggo City.

Based on the research findings, trust in the Farmer women's group in Kanigaran District, Probolinggo City, was positively and significantly influenced by social norms and networks. Social norms in the Farmer Women's Group in Kanigaran District, Probolinggo City take the form of unwritten rules that develop from generation to generation by developing mutual respect between fellow farmer group members. For fellow members in groups and between other groups, norms are used as a basis for behavior which is usually contained in the form of a social rule (Uddin *et al.*, 2022). In contrast to social norms, according to Vipriyanti, networks as other elements of social capital form relationships between group members as a system of

communication channels (Prayitno *et al.*, 2019). The existence of these shared values can encourage individuals to join forces with other individuals to build cooperation and coordination.

Social norms in peasant women's groups are applied in the form of mutual respect and respect which has an impact on increasing mutual trust between members. The benefits of implementing social norms can minimize conflict between members. Farmers who have a wider network will make it easier to get information and build good relationships between members in the farmer women's group and outside the group and partners, which has an impact on the growth of mutual trust in each other. The results of this study are in line with research (Leksonoputra, 2023) which states that norms have a positive effect on trust. Similarly, the implementation of social networks requires continuous acts of mutual trust through personal sharing of information. Research (Bohler & Drake, 2017) shows that increasing social networks increases the disposition to trust; in other words, social networks can play an important role in influencing trust, which can positively improve team cohesion and performance.

2. Impact of Social Networks and Norms on Production in The Farmer Women's Group in Kanigaran District, Probolinggo City

Research findings show that social networks and norms have a significant and positive effect on the production of the Farmer women's group in Kanigaran District, Probolinggo City. Norms are formed through tradition, history, and charismatic figures who build a

procedure for the behavior of a person or a community group, in which social capital will arise spontaneously in the framework of determining rules that can regulate personal interests and group interests (Aziz *et al.*, 2019a). The adherence of farmers to norms or rules both applicable in the community and those in the group of peasant women in agricultural activities can foster a sense of togetherness and cooperation between members it has an impact on farmer productivity. Social networks are formal or informal networks that exist in society, both relationships between communities within an organization and relationships outside the organization, such as relationships built on mutual sympathy or friendship (Ernanda *et al.*, 2019). Farmers who have a wide social network will find it easier to get information, especially related to agriculture such as how to grow good crops, marketing, innovation, and others. The more mastery of information you have, the more productive it will be (Rahayu & Sahnan, 2019).

Social norms are one of the elements of social capital that include farmers' obedience to customary norms or rules in the community and rules in the peasant women's group. Based on descriptive analysis, it is stated that social norms in the Farmer Women's Group in Kanigaran District, Probolinggo City have a high average value, it can be interpreted that members of the farmer group still stick to traditions in the community and have good adherence to the regulations contained in the farmer women's group. This can create orderly and orderly conditions and atmosphere, compliance with regulations in the farmer group has an impact on behavior to follow all instructions given by the farmer women's group including suggestions given during group meetings to increase member productivity.

The network owned by peasant women in the Farmer Women's Group in Kanigaran District, Probolinggo City is an important component in seeing the condition or level of social capital owned. The network formed among peasant women in agricultural activities aims to facilitate obtaining information and establishing relationships. The participation of farmer women in the network includes collaborating with other parties who aim to get assistance for strengthening and empowerment, establishing partnerships with other parties to increase agricultural productivity, and seriously participating in network activities in farmer women's groups to improve farmer performance.

The results of this study support research conducted by (Irmayani *et al.*, 2022) which states that participation in the network as an element of social capital has a positive effect on productivity. In line with research (Tambunan *et al.*, 2018) which states that social networks and norms as part of social capital affect productivity.

3. Impact Trust in Productivity in The Farmer Women's Group in Kanigaran District, Probolinggo City.

Research findings show that, in the Farmer Women's Group in Kanigaran District, Probolinggo City, trust significantly affects the productivity of the Farmer Women's Group. Trust, one of the components of social capital, is closely related to farmers' increased production as their social capital increases. Trust is one of the main elements that will determine whether a society has the strength of social capital or not (Harahap & Herman, 2018). This element has a very high collective energy driving power because trust is always seen as important.

The belief of peasant women in traditional norms that prevail in the community is a belief in God Almighty which is manifested in traditional ceremonies or procedures related to the running of agricultural processes including earth alms and tasyakuran which are believed to bring good luck to the next harvest. Another form of trust is trust between fellow farmers, including exchanging information about good farming procedures and lending each other agricultural equipment. In addition, there is trust in the farmer women's group, there is confidence that the existence of farmer groups plays a role in increasing farmer productivity through information, advice, and guidance in farming.

The results of this study support research conducted by (Laksono *et al.*, 2022) which states that there is a positive influence of trust on farmer productivity. The higher the level of farmer confidence, the higher the farmer's productivity. In line with research (Aziz *et al.*, 2019a) which states that trust which is part of social capital can increase productivity. With good trust between farmers and elements in society and inseparable from social values and norms that have been believed to be rules that bind and regulate the order of community life.

4. The Influence of Social Norms and Networks on Productivity Through Trust in The Farmer Women's Group in Kanigaran District, Probolinggo City

The results showed that trust was able to mediate the influence of social norms and networks on productivity in the Farmer Women's Group in Kanigaran District, Probolinggo City. Trust is needed in a group or society because with the trust that is established, people who are in and outside the group can work more effectively (Fukuyama, 2002). The level of trust in this study is trust in fellow farmers, trust in prevailing customary norms, and trust in farmer women's groups. Overall, the beliefs of members of the peasant women's group had excellent average scores. The benefits of this level of trust can provide a form of cooperation in carrying out agricultural activities or activities.

Social norms in the farmer women's group in Kanigaran District, Probolinggo City are in the form of

adherence to customary norms in the community and norms within the farmer group. This shows that every action that is built upholds the principle of togetherness with mutual respect and respect both in the community and in groups to achieve common hopes and goals. Adherence to this norm fosters trust as an expectation of regularity and cooperation behavior to achieve productivity effectively and efficiently.

The social network of peasant women's groups in Kanigaran District, Probolinggo City is built based on social relationships that occur repeatedly internally and externally. Internal relations are between members of one another and between one group of members and another group in the Probolinggo City environment. External relations are relationships between members and members outside the city of Probolinggo. Social relations built with good cooperation supported by mutual trust in each other can increase farmer productivity in terms of quality, quantity, and punctuality.

VII. CONCLUSION AND ADVICE

This study analyzes the influence of social norms and networks on the productivity of the Farmer Women Group through trust. The results showed that from four (4) overall accepted hypotheses, there was a positive and significant influence of social norms and networks on trust (H1); there is a significant influence of social norms and networks on the productivity of the farmer women's group (H2); there is a significant effect of trust on the productivity of the farmer women's group (H3); there is a significant impact on social norms and networks on the productivity of the farmer women's group through trust (H4).

The practical implications of this research include the results of the study showing that increasing social norms and networks for the Farmer Women's Group can help increase their confidence in managing their agricultural businesses which will have an impact on the productivity of the farmer women's group. In this study there are also several limitations, including the data collection technique used is a questionnaire, so the data is subjective. It would be even better if an interview method is added so that the research results obtained are more complete. This study only examined social norms, networks, and beliefs that affect the productivity of farmer women's groups. Meanwhile, there are still many variables that can affect the productivity of the farmer women's group. Thus, it is recommended for future research to add other variables such as technology, training, additional capital, and others.

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