

ABSTRAK

TINGKAT KEPUASAN PETANI PADI TERHADAP KINERJA PELAYANAN PENYULUH PERTANIAN DI DESA DAYEUHLUHUR KECAMATAN DAYEUHLUHUR KABUPATEN CILACAP

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Penyuluh memiliki peran dalam keberhasilan usahatani. Kinerja pelayanan penyuluh diukur melalui tingkat kepuasan petani. Penelitian ini bertujuan untuk mengetahui tingkat kepentingan dan tingkat kinerja pelayanan penyuluh pertanian dilihat dari dimensi kualitas pelayanan, atribut yang menjadi prioritas utama peningkatan kinerja pelayanan penyuluh pertanian, dan tingkat kepuasan petani terhadap kinerja pelayanan penyuluh pertanian. Metode penelitian yang digunakan yaitu metode survei dengan metode pengambilan sampel menggunakan metode simpel random sampling. Penelitian ini dilaksanakan di Desa Dayeuhluhur Kecamatan Dayeuhluhur Kabupaten Cilacap, dari bulan November 2023 hingga April 2024 dengan jumlah sampel sebanyak 42 petani. Analisis data penelitian menggunakan *Importance Performance Analysis (IPA)* dan *Customer Satisfaction Index (CSI)*. Hasil penelitian menunjukkan bahwa tingkat kepentingan terdapat tiga dimensi termasuk ke dalam kategori sangat penting, yaitu dimensi kepercayaan, kepastian, dan empati, sementara dua atribut lainnya yaitu berwujud dan ketanggapan termasuk ke dalam kategori penting. Tingkat kinerja terdapat satu dimensi yaitu kepercayaan yang termasuk ke dalam kategori sangat baik, sedangkan empat dimensi lainnya yaitu berwujud, ketanggapan, kepastian, dan empati termasuk ke dalam kategori baik. Terdapat tujuh atribut pelayanan yang menjadi prioritas utama untuk ditingkatkan kinerja pelayanannya. Hasil analisis *Customer Satisfaction Index (CSI)* menunjukkan tingkat kepuasan petani padi terhadap kinerja pelayanan penyuluh pertanian secara keseluruhan termasuk ke dalam kategori sangat puas.

Kata kunci: penyuluh pertanian, tingkat kepentingan, tingkat kinerja, kepuasan petani.

ABSTRACT

RICE FARMER'S SATISFACTION LEVEL WITH THE PERFORMANCE OF AGRICULTURAL EXTENSION SERVICES IN DAYEUHLUHUR VILLAGE DAYEUHLUHUR DISTRICT CILACAP REGENCY

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Extension agents have a role in the success of farming. The performance of extension services is measured through the level of farmer satisfaction. This research aims to determine the level of importance and level of performance of agricultural extension services seen from the dimensions of service quality, the attributes that are the main priority for improving the performance of agricultural extension services, and the level of farmer satisfaction with the performance of agricultural extension services. The research method used is a survey method with a sampling method using a simple random sampling method. This research was carried out in Dayeuhluhur Village, Dayeuhluhur District, Cilacap Regency, from November 2023 to April 2024 with a sample size of 42 farmers. Research data analysis uses Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The research results show that the level of importance of three dimensions is included in the very important category, namely the dimensions of reliability, assurance and empathy, while the other two attributes, namely tangible and responsiveness, are included in the important category. There is one dimension of performance level, namely reliability, which is included in the very good category, while the other four dimensions, namely tangible, responsiveness, assurance and empathy, are included in the good category. There are seven service attributes that are the main priority for improving service performance. The results of the Customer Satisfaction Index (CSI) analysis show that the level of satisfaction of rice farmers with the overall performance of agricultural extension services is in the very satisfied category.

Keywords: agricultural extension, level of importance, level of performance, farmer satisfaction.