

ABSTRACT

RELATIONSHIP BETWEEN THE PERFORMANCE OF AGRICULTURAL EXTENSION WORKERS AND THE SATISFACTION OF RICE FARMERS IN THE MAIN FARMER GROUP II

By

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The success of extension services depends on the ability of extension workers to build good relationships and provide satisfaction to farmers through effective performance. The objectives of this study were to 1) analyze the performance of agricultural extension workers in the Main Farmer Group II, 2) analyze the level of farmer satisfaction with the quality of agricultural extension services in the Main Farmer Group II, 3) analyze the relationship between the performance of agricultural extension workers and the level of farmer satisfaction in the Main Farmer Group II. The research method uses a survey method with the determination of respondents using saturated sampling (census) of 34 farmers in the Main Farmer Group II. Performance and satisfaction data were analyzed descriptively quantitatively, analyzing the relationship between performance and satisfaction using the Spearman Rank correlation test. The results showed that the performance of extension workers with indicators of reliability, responsiveness, assurance, empathy, and tangible obtained an average success rate of 67.27 percent and was in the sufficient category. Performance indicators regarding the reliability of extension workers obtained the lowest success rate of 82.82 percent in the category of not good. Farmer satisfaction with indicators of conformity of expectations, interest in visiting again, and willingness to recommend obtained an average value of 68.50 percent success rate and is in the satisfied category. Satisfaction indicators regarding the suitability of expectations have a success rate of 68.50 percent and are in the satisfied category.

Keywords: *Farmer Satisfaction, Extension Performance, Agricultural Extension*