

ABSTRAK

Kegiatan penyuluhan merupakan bentuk pelayanan jasa penyuluh pertanian kepada petani. Ketidaksesuaian kepentingan (harapan) petani dengan layanan penyuluh dapat mempengaruhi tingkat kepuasan petani. Penelitian ini bertujuan untuk mengetahui: (1) tingkat kepentingan (harapan) petani cabai merah besar terhadap layanan penyuluh pertanian, (2) kepuasan petani cabai merah besar terhadap layanan penyuluh pertanian. Populasi penelitian ini adalah 3 kelompok tani yang berjumlah 95 petani, dari jumlah tersebut dihitung menggunakan rumus *slovin* dengan taraf kesalahan 10%. Sehingga diperoleh sampel sebanyak 49 orang, dengan teknik pengambilan sampel *propotional sampling*. Metode analisis yang digunakan dalam penelitian ini yaitu *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA). Hasil menunjukkan bahwa, (1) atribut layanan berdasarkan tingkat kepentingan menurut penilaian petani dikategorikan sangat penting dengan persentase median skor sebesar 83,02. (2) petani cabai merasa puas berdasar hasil analisis *Customer Satisfaction Index* (CSI) terhadap atribut layanan penyuluh pertanian, dengan nilai persentase sebesar 68,51% dan nilai tersebut berada pada rentang nilai 61%-80%. Hasil penelitian *Importance Performance Analysis* (IPA) menunjukkan bahwa terdapat empat belas atribut pada kuadran I (Prioritas Utama), sembilan atribut di kuadran II (pertahankan Posisi), tujuh atribut di kuadran II (Prioritas Rendah), dan tujuh belas atribut pada kuadran IV (Berlebih).

Kata kunci: CSI, IPA, Kepentingan, Penyuluhan

ABSTRACT

Extension activities are a form of service provided by agricultural extension agents to farmers. A mismatch between the interests (expectations) of farmers and the services provided by the extension agents can affect the level of farmer satisfaction. This study aims to determine: (1) the level of importance (expectations) of large red chili farmers toward agricultural extension services, and (2) the satisfaction of large red chili farmers with agricultural extension services. The population of this study consisted of 3 farmer groups totaling 95 farmers. From this number, the sample size was calculated using Slovin's formula with a 10% margin of error, resulting in a sample of 49 farmers selected through propotional sampling technique. The analysis methods used in this study were the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results showed that, (1) Service attributes based on the level of importance as assessed by farmers were categorized as very important, with a median score percentage of 83.02%. (2) Chili farmers felt satisfied based on the results of the Customer Satisfaction Index (CSI) analysis of the agricultural extension service attributes, with a percentage score of 68.51%, which falls within the 61%-80% range. The results of the Importance Performance Analysis (IPA) showed that there were fourteen attributes in Quadrant I (Top Priority), nine attributes in Quadrant II (Maintain Performance), seven attributes in Quadrant III (Low Priority), and seventeen attributes in Quadrant IV (Excessive).

Keywords: CSI, Extension, Importance, IPA