

PENGUKURAN KEPUASAN TERHADAP LAYANAN PETUGAS DAN KINERJA
TERNAK DALAM UPAYA PENINGKATAN PRODUKTIVITAS TERNAK
KAMBING DI KABUPATEN TABANAN BALI

INTISARI

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Penelitian ini bertujuan untuk mengukur kepuasan terhadap layanan petugas dan kinerja ternak dalam upaya peningkatan produktivitas kambing di Kabupaten Tabanan Bali. Lokasi penelitian di 8 kelompok yang memiliki ternak kambing Peranakan Etawah (PE) dan Persilangan Boer dan Kacang (Boerka) dengan 52 peternak sebagai responden yang dipilih menggunakan metode *purposive sampling*. Data dikumpulkan melalui wawancara dan observasi lapangan meliputi data profil peternak, tingkat kepuasan layanan petugas pusat kesehatan hewan (Puskesmas) serta penyuluh pertanian lapangan (PPL) dan kinerja ternak kambing. Analisis *Customer Satisfaction Index* (CSI) digunakan untuk mengetahui tingkat kepuasan peternak, sedangkan *Importance Performance Analysis* (IPA) digunakan untuk mengetahui sejauh mana atribut-atribut yang diukur mempengaruhi kepuasan atau ketidakpuasan. Data dianalisis secara deskriptif kuantitatif dan deskriptif kualitatif dengan bantuan program SPSS 16.0. Hasil analisis CSI sebesar 57,55%, nilai tersebut menunjukkan bahwa peternak cukup puas dengan kualitas pelayanan petugas puskesmas dan PPL serta berdasarkan analisis IPA terdapat 12 atribut (ketersediaan bibit kambing, pasar hewan, petugas peternakan, petugas kesehatan hewan, petugas menanggapi setiap keluhan, konsistensi mengenai biaya pengobatan, petugas menepati janji jadwal kunjungan, kecepatan pelayanan, pelayanan pengobatan, prosedur pelayanan, jarak puskesmas, dan ketersediaan obat-obatan) yang menjadi prioritas utama yang kinerjanya harus ditingkatkan. Kinerja reproduksi ternak antara kambing PE dan kambing Boerka pada umur pertama kawin, lama bunting, umur beranak pertama, mortalitas prasapih, PPM dan KI tidak berbeda, namun pada litter size dan umur sapih memiliki perbedaan nyata ($P < 0,05$) serta ada kecenderungan pada litter size dan lama bunting yang sesuai dengan standar pemeliharaan yang benar sedangkan lainnya belum sesuai ketentuan sehingga secara keseluruhan kinerja yang merupakan indikator produktivitas ternak dikatakan rendah. Berdasarkan hasil analisis kepuasan layanan pemerintah, diperlukan peningkatan pelayanan petugas dengan cara meningkatkan kualitas layanan, pemenuhan sarana-prasarana pelayanan, peningkatan kompetensi petugas melalui pelatihan teknis serta perbaikan kondisi reproduksi ternak yang diharapkan dapat membantu meningkatkan produktivitas ternak dengan kerjasama yang berkesinambungan antara peternak dan petugas layanan.

Kata kunci: *Customer satisfaction index*; *Importance performance analysis*; Kinerja ternak

SATISFACTION MEASUREMENT TOWARDS OFFICER SERVICE AND LIVESTOCK PERFORMANCES AS AN EFFORT TO INCREASE GOAT PRODUCTIVITY IN TABANAN DISTRICT BALI

ABSTRACT

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This study aims to measure satisfaction towards officer's service and livestock performances in an effort to increase goat productivity in Tabanan Bali. The research location was conducted in 8 groups that had Peranakan Etawah (PE) and Kacang Boer crossbred (Boerka) goats involving 52 famers as respondents selected using the *purposive sampling method*. The research method was done by interviews and direct observation in the field which included data on farmer's profiles, the satisfaction performance of Animal Health Centre (Puskesmas) and Field Agricultural Extension (PPL) and livestock performances. The measurement of satisfaction levels of the farmers used the *Customer Satisfaction Index* (CSI), while to what extent the measured attributes affect the satisfaction level used the *Importance Performance Analysis* (IPA). Data were analyzed descriptively quantitatively and qualitatively with the help of the SPSS 16.0 program. The results of the CSI analysis obtained 57.55% which indicates that the farmers are quite satisfied with the service quality of the Puskesmas and PPL staff and based on the IPA analysis, 12 attributes (availability of kid, workers' responsiveness to complaints, consistency in the cost of treatment, keeping appointment for visits, speed of services, treatment services, treatment procedure, distance to puskesmas, and availability of medicine) became the main priority whose performance needs to be improved. The results showed that the reproductive performance between PE and Boerka goats at the age at first mating, length of pregnancy, age at first kidding, pre-weaning mortality, PPM, and KI were not different, but litter size and weaning age had significant differences ($P < 0.05$) and the litter size and length of pregnancy are tended to be in accordance with the correct maintenance standards, while others are not in accordance with the provisions so that overall, the performance or indicators of farm productivity is considered low. Based on the results of the analysis of service satisfaction, it is necessary to improve the quality of services, fulfill service facilities, increase the competence of workers through technical training and improve goat reproduction to help increase farm productivity with continuous collaboration between farmers and service officers.

Keywords: *Customer satisfaction index; Importance performance analysis; Livestock performance*