

## INTISARI

Pasokan tebu PTPN XI dalam lima tahun terakhir cenderung menurun. Kemitraan yang kuat antara petani tebu rakyat dan PTPN XI dapat menjadi solusi alternatif untuk mengatasi kelangkaan pasokan tebu dengan menunjukkan kepuasan dan loyalitas yang tinggi. Tujuan penelitian ini adalah: 1) membandingkan tingkat kepuasan petani tebu mitra milenial dan tua terhadap kinerja PTPN XI, 2) membandingkan tingkat loyalitas petani tebu milenial dan tua dalam kemitraan, dan 3) mengetahui pengaruh tingkat kepuasan dan faktor lainnya terhadap loyalitas petani tebu pada kemitraan petani tebu PTPN XI. Tingkat kepuasan petani tebu mitra milenial dan tua menggunakan CSI, analisis kesenjangan, uji Z, dan IPA. Tingkat loyalitas menggunakan analisis tabel rata-rata dan uji Z. Metode analisis pengaruh tingkat kepuasan dan faktor lainnya digunakan regresi linier berganda. Sampel penelitian diperoleh dari empat area pabrik gula PTPN XI: Asembagoes, Soedhono, Wonolangan, dan Pradjean.

Hasil penelitian menunjukkan bahwa kategori tingkat kepuasan petani tebu mitra milenial cukup puas (65,68%), sementara tingkat kepuasan petani tebu mitra tua puas (67,04%). Secara statistik, hasil uji Z menunjukkan nilai signifikansi 0,021 sehingga dapat disimpulkan terdapat perbedaan rata-rata tingkat kepuasan antara petani tebu mitra milenial dan tua dimana rata-rata tingkat kepuasan petani tebu mitra tua lebih tinggi daripada petani tebu mitra milenial. Terkait hasil analisis tingkat loyalitas, tanggung jawab dan integritas petani tebu tua lebih tinggi dibandingkan petani tebu milenial sedangkan tingkat kepatuhan dan dedikasi kedua petani ini tinggi. Namun demikian, studi menemukan bahwa rata-rata loyalitas petani tebu mitra tua lebih tinggi dibandingkan milenial dalam perbandingan rata-rata tingkat loyalitas menggunakan uji Z dengan nilai signifikansi 0,011. Analisis analisis regresi linier berganda, faktor-faktor yang berpengaruh positif terhadap tingkat loyalitas petani tebu mitra antara lain: tingkat kepuasan petani tebu mitra, tingkat pentingnya petani mitra, dan pengalaman pendidikan. Sebaliknya, dummy petani tebu mitra milenial dan anggota KPTR berpengaruh negatif terhadap tingkat loyalitas. Petani tebu milenial cenderung memiliki tingkat loyalitas lebih rendah dibandingkan dengan petani tebu tua. Demikian juga dengan petani tebu mitra yang bergabung menjadi anggota KPTR memiliki tingkat loyalitas lebih rendah dibandingkan petani yang bukan anggota.

**Kata kunci:** kemitraan, kepuasan, loyalitas, petani milenial, petani tua, tebu

## ABSTRACT

The PTPN XI's sugarcane supply in the last five years has tended to decline. A strong partnership between sugarcane farmers and PTPN XI can be an alternative solution to overcome the scarcity of the sugarcane supply by being shown high satisfaction and loyalty. The aims of this study are: 1) to compare the level of satisfaction of millennial and old sugarcane farmers to the performance of PTPN XI, 2) to compare the level of loyalty of millennial and old sugarcane farmers in partnership, and 3) to determine the effect of satisfaction level and other factors on the loyalty of sugarcane farmers to the PTPN XI-sugarcane farmers partnership. The millennial and old sugarcane farmers' satisfaction levels are used CSI, gap analysis, Z-test, and IPA. The loyalty levels used average table analysis and Z-test. Meanwhile, determining the effect of satisfaction level and other factors used multiple linear regression analysis. The study samples were obtained from four sugar mills areas of PTPN XI: Asembagoes, Soedhono, Wonolangan, and Pradjekan.

The results showed that the satisfaction level category of millennial farmers was quite satisfied (65.68%), while the satisfaction level of old sugarcane farmers was satisfied (67.04%). Statistically, the results of the Z test showed a significance value of 0.021, it could be concluded that there was a difference in the average satisfaction level between millennial and old sugarcane farmers, where the average satisfaction level of sugarcane farmers was higher than millennial partner sugarcane farmers. Regarding the analysis results, old sugarcane farmers' responsibility, and integrity are higher than millennial sugarcane farmers. In contrast, the level of obedience and dedication of these two farmers is high. However, the study found that the average loyalty of old sugarcane farmers was higher than millennials in comparison to the average level of loyalty using the Z test with a significance value of 0.011. Analysis of multiple linear regression showed that the factors have positively affects to the loyalty of sugarcane farmers includes partner farmer satisfaction, the importance of partner farmers, and educational experience. In contrast, the dummy of millennial sugarcane farmers and KPTR members has a negative effect on the loyalty farmers. Te millennial sugarcane farmers tend to have a lower loyalty level than old sugarcane farmers. Likewise, sugarcane farmers who join as KPTR members have a lower level of loyalty than farmers who are not.

**Keywords:** *millennial farmers, loyalty, old farmers, partnership, satisfaction, sugarcane*