

## **KEPUASAN PETERNAK SAPI PERAH TERHADAP PELAYANAN KOPERASI ANDINI LUHUR DI KECAMATAN GETASAN, KABUPATEN SEMARANG**

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### **INTISARI**

Penelitian ini bertujuan untuk mengukur tingkat kepuasan peternak sapi perah terhadap pelayanan koperasi Andini Luhur di Kecamatan Getasan dan menganalisis hubungan antara karakteristik peternak dan tingkat kepuasan tersebut. Sebanyak 50 peternak di Koperasi Andini Luhur digunakan sebagai responden yang diambil secara purposif dengan kriteria responden peternak sapi perah yang bermitra dengan Koperasi Andini Luhur di Kecamatan Getasan. Data yang diambil meliputi karakteristik peternak sapi perah, skor harapan, dan skor kepuasan. Kepuasan peternak dianalisis menggunakan metode *Customer Satisfaction Index* (CSI). Hubungan antara karakteristik peternak dan kepuasan dianalisis menggunakan analisis statistik parametrik dengan bantuan program IBM SPSS Statistics 25 menggunakan korelasi *Pearson Product Moment*. Hasil penelitian menunjukkan tingkat kepuasan peternak sapi perah terhadap pelayanan Koperasi Andini Luhur di Kecamatan Getasan menunjukkan kepuasan dengan nilai CSI adalah 70,23% (puas). Hasil analisis karakteristik menunjukkan bahwa pengalaman beternak memiliki hubungan nyata dengan kepuasan peternak. Semakin lama seseorang terlibat dalam suatu pekerjaan, semakin besar kemungkinan untuk mengetahui dan memahami faktor – faktor pekerjaan yang kurang memuaskan atau dapat merugikan peternak, sehingga tingkat kepuasannya menurun. Karakteristik peternak yang tidak memiliki hubungan signifikan dengan kepuasan adalah tingkat pendidikan dan umur.

(Kata kunci: karakteristik, kepuasan, koperasi, pelayanan koperasi, peternak sapi perah)

## **DAIRY CATTLE FARMERS SATISFACTION WITH ANDINI LUHUR COOPERATIVE SERVICES IN GETASAN DISTRICT, SEMARANG REGENCY**

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### **ABSTRACT**

This study aims to measure the level of satisfaction of dairy farmers with the services of the Andini Luhur cooperative in Getasan District and to analyze the relationship between farmer characteristics and the level of satisfaction. A total of 50 farmers in Andini Luhur cooperative were used as respondents who were taken purposively with the criteria of respondents being dairy farmers who partnered with the Andini Luhur Cooperative in Getasan District. The data taken includes the characteristics of dairy farmers, the expectation score, and the satisfaction score. Farmer satisfaction was analyzed using the Customer Satisfaction Index (CSI) method. The relationship between farmer characteristics and satisfaction was analyzed using parametric statistical analysis with the help of the IBM SPSS Statistics 25 program using the Pearson Product Moment correlation. The results showed that the level of satisfaction of dairy farmers with the services of the Andini Luhur Cooperative in Getasan District indicated that satisfaction with the CSI value was 70.23% (satisfied). The results of the characteristic analysis show that better experience has a significant relationship with farmer satisfaction. The longer a person is involved in a job, the more likely to find out and understand the work factors that are unsatisfactory or can be detrimental to breeders, so that the level of satisfaction decreases. Characteristics of breeders that do not have a significant relationship with satisfaction are level of education and age.

(Keywords: characteristics, cooperative services, cooperatives, dairy farmers, satisfaction)