

## KEPUASAN PETERNAK TERHADAP PELAYANAN PROGRAM VAKSINASI PENYAKIT MULUT DAN KUKU DI KABUPATEN SLEMAN

### INTISARI

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Penelitian bertujuan mengevaluasi kepuasan peternak terhadap Program Vaksinasi Penyakit Mulut dan Kuku (PMK) di Kabupaten Sleman. Penelitian dilaksanakan dengan metode *survey* yang melibatkan 120 peternak peserta program vaksinasi PMK. Analisis tingkat kepuasan peternak menggunakan metode *Customer Satisfaction Index* (CSI). Hasil menunjukkan bahwa 82,25% peternak merasa sangat puas terhadap berbagai indikator pelayanan vaksinasi PMK. *Importance Performance Analysis* (IPA) kemudian digunakan untuk mengidentifikasi atribut yang menjadi prioritas perbaikan. Indikator yang menjadi prioritas utama untuk diperbaiki kinerjanya yaitu, prosedur pelayanan yang ada mudah dipahami, petugas vaksinasi tidak membedakan lokasi kandang peternak, ketrampilan petugas untuk *handling* ternak dan petugas menerapkan *biosecurity* sesuai prosedur. Kurangnya jumlah petugas di Puskesmas mengakibatkan kesulitan akses pelayanan kesehatan hewan di lapangan, terutama ketika terjadi kondisi darurat seperti wabah PMK. Faktor-faktor yang mempengaruhi kepuasan peternak dianalisis menggunakan *multiple linier regression*. Hasil analisis mengungkapkan bahwa faktor-faktor seperti usia, lama pendidikan, pengalaman beternak dan jumlah ternak tidak memiliki dampak signifikan terhadap kepuasan peternak terhadap pelayanan program vaksinasi PMK. Di sisi lain, partisipasi dalam penyuluhan PMK, keanggotaan dalam kelompok ternak dan persepsi peternak tentang manfaat vaksinasi memainkan peran krusial. Semakin tinggi keikutsertaan peternak dalam penyuluhan PMK, tergabungnya peternak dalam suatu kelompok ternak dan semakin baik persepsi peternak tentang manfaat vaksinasi secara signifikan dapat meningkatkan kepuasan peternak. Rekomendasi penelitian menekankan pada peningkatan jumlah tenaga kesehatan hewan, memastikan pelayanan yang memadai, upaya penyuluhan untuk meningkatkan pemahaman peternak tentang manfaat vaksinasi dan penguatan kelompok ternak dalam mendukung program vaksinasi. Temuan ini memberikan dasar bagi pemangku kebijakan dalam optimalisasi program vaksinasi PMK, peningkatan kepuasan peternak, dan menjaga kesehatan ternak, khususnya di wilayah Kabupaten Sleman.

Kata kunci: *Customer Satisfaction Index*, *Importance Performance Analysis*, Penyakit Mulut dan Kuku, Pelayanan Program Vaksinasi PMK.

## SATISFACTION OF LIVESTOCK FARMERS TOWARDS THE VACCINATION SERVICES FOR FOOT AND MOUTH DISEASE IN SLEMAN REGENCY

### ABSTRACT

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The study aimed to evaluate satisfaction of livestock farmers towards the Vaccination Program for Foot and Mouth Disease (FMD) in Sleman Regency. The research was conducted using a survey method involving 120 farmers participating in the FMD vaccination program. The level of farmer satisfaction was analysed using the Customer Satisfaction Index (CSI) method. The results showed that 82.25% of farmers were very satisfied with various indicators of FMD vaccination services. Importance Performance Analysis (IPA) was then used to identify attributes that are prioritised for improvement. Indicators that are the top priority for performance improvement are: service procedures are easy to understand, vaccination officers do not differentiate the location of farmers' cages, officers' skills for handling livestock and officers apply biosecurity according to procedures. The lack of officers at the Puskesmas results in difficulties in accessing animal health services in the field, especially during emergencies such as FMD outbreaks. Factors affecting farmer satisfaction were analysed using multiple linear regression. The analysis revealed that factors such as age, years of education, farming experience and number of animals had no significant impact on farmers' satisfaction with FMD vaccination services. On the other hand, participation in FMD counselling, membership in livestock groups and farmers' perception of the benefits of vaccination played a crucial role. The higher the participation of farmers in FMD counselling, the membership of farmers in a livestock group and the better the perception of farmers about the benefits of vaccination can significantly increase farmer satisfaction. Research recommendations emphasise increasing the number of animal health workers, ensuring adequate services, extension efforts to improve farmers' understanding of the benefits of vaccination and strengthening livestock groups to support vaccination program. The findings provide a basis for policy makers to optimise the FMD vaccination services, increase farmer satisfaction, and maintain livestock health, especially in Sleman Regency.

**Keywords:** Customer Satisfaction Index, Importance Performance Analysis, Foot and Mouth Disease, FMD Vaccination Services.