

TINGKAT KEPUASAN PETERNAK SAPI PERAH TERHADAP PELAYANAN KOPERASI KABUPATEN BOYOLALI JAWA TENGAH

Annisa Fira Ardea

20/455728/PT/08408

INTISARI

Penelitian ini bertujuan untuk mengukur tingkat kepuasan peternak sapi perah terhadap pelayanan koperasi di Kabupaten Boyolali dan menganalisis pengaruh antara karakteristik peternak dan tingkat kepuasan tersebut. Penelitian dilakukan dengan metode survey. Sebanyak 50 peternak di Kabupaten Boyolali digunakan sebagai responden yang diambil secara purposif yaitu merupakan anggota dari Koperasi. Data yang diambil meliputi skor harapan, skor kepuasan dan karakteristik peternak sapi perah. Kepuasan peternak dianalisis menggunakan metode *Customer Satisfaction Index* (CSI). Pengaruh antara karakteristik peternak terhadap kepuasan dianalisis menggunakan analisis regresi linear berganda dengan bantuan program IBM SPSS *Statistics 27* dari hasil penelitian yang telah dilaksanakan, dapat ditarik kesimpulan bahwa kepuasan peternak sapi perah terhadap layanan yang diberikan oleh koperasi di Kabupaten Boyolali mencapai 73,22% berdasarkan Indeks Kepuasan Pelanggan (CSI) sehingga berada didalam kategori puas. Kepemilikan ternak dan tingkat pendidikan berpengaruh signifikan terhadap kepuasan pelayanan tersebut.

(Kata kunci: Kepuasan, Karakteristik, Kemitraan, Koperasi, Peternak sapi perah)

THE SATISFACTION LEVEL OF DAIRY FARMER COOPERATIVE MEMBERS WITH THE SERVICES OF COOPERATIVES IN BOYOLALI REGENCY CENTRAL JAVA

Annisa Fira Ardea

20/455728/PT/08408

ABSTRACT

This research aimed to measure the level of satisfaction of dairy farmers with the services provided by cooperatives in Boyolali Regency and to analyze the influence of farmers' characteristics on their satisfaction levels. The research was conducted using a survey method. A total of 50 dairy farmers in Boyolali Regency were used as purposive respondents, who were members of the cooperative. Data collected included expectation scores, satisfaction scores, and characteristics of dairy farmers. Farmer satisfaction was analyzed using the Customer Satisfaction Index (CSI) method. The influence of farmer characteristics on satisfaction was analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics 27. Based on the conducted research, it can be concluded that the satisfaction of dairy farmers with the services provided by cooperatives in Boyolali Regency reaches 73.22% according to the Customer Satisfaction Index (CSI), thus falling within the satisfied category. Livestock ownership and education level significantly influence satisfaction with the services.

(Keywords: Satisfaction, Characteristics, Partnership, Cooperative, Dairy farmers)