

## INTISARI

Pasar lelang menjadi solusi penting bagi pemasaran petani cabai di Kabupaten Sleman, namun keberhasilannya sangat bergantung pada kualitas layanan yang diberikan. Penelitian ini bertujuan untuk (1) menganalisis kesenjangan antara kinerja dan harapan layanan, (2) mengukur tingkat kepuasan petani, (3) menentukan atribut layanan yang menjadi prioritas perbaikan, dan (4) menguji hubungan antara kualitas layanan dengan loyalitas petani. Penelitian ini menggunakan metode deskriptif kuantitatif dengan sampel 100 petani cabai di Kapanewon Turi dan Ngaglik. Data dianalisis menggunakan model Servqual dengan Analisis *Gap*, *Customer Satisfaction Index (CSI)*, *Importance-Performance Analysis (IPA)*, dan Uji Korelasi Spearman. Hasil penelitian menunjukkan tingkat kinerja layanan secara umum lebih rendah dari harapan petani (*gap* negatif), namun Indeks Kepuasan Pelanggan (CSI) mencapai 86,64% yang masuk dalam kategori "sangat puas". Analisis IPA mengidentifikasi beberapa atribut fasilitas (ruang tunggu, gudang) dan keandalan (ketepatan jadwal, penanganan masalah) sebagai prioritas utama perbaikan. Ditemukan pula hubungan positif dengan kekuatan sedang antara kualitas layanan dan loyalitas petani.

**Kata Kunci:** Kualitas Layanan, Kepuasan Petani, Loyalitas, Pasar Lelang Cabai, *Importance-Performance Analysis*.

## **ABSTRACT**

*The chili auction market is a key solution for chili farmers' marketing in Sleman Regency, but its success depends on the quality of service provided. This study aims to (1) analyze the gap between performance and expectations of service quality, (2) measure farmer satisfaction levels, (3) identify the improvement priority of service attributes, and (4) examine the correlation between performance of service quality and farmer loyalty. This research uses a quantitative descriptive method with a sample of 100 chili farmers from the Turi and Ngaglik Sub-Districts. Data are analyzed using the Servqual Model and Gap Analysis, Customer Satisfaction Index (CSI), Importance-Performance Analysis (IPA), and Spearman Correlation Test. The results reveal that the perceived performance of service quality is generally lower than farmers' expectations (a negative gap), yet the Customer Satisfaction Index (CSI) reaches 86.64%, which qualifies as "very satisfied." IPA highlights several attributes related to facilities (waiting room, warehouse) and reliability (on-time performance, problem handling) as top priorities for improvement. Furthermore, a moderate positive correlation is found between service quality and farmer loyalty.*

**Keywords:** *Service Quality, Farmer Satisfaction, Loyalty, Chili Auction Market, Importance-Performance Analysis*