

INTISARI

Kualitas layanan yang sesuai dengan harapan petani memiliki peran penting dalam menciptakan kepuasan serta mendukung efektivitas Pasar Lelang Tani Manunggal sebagai lembaga pemasaran hasil panen cabai. Penelitian ini bertujuan untuk: (1) mengetahui kualitas layanan Pasar Lelang Tani Manunggal berdasarkan kinerja kualitas layanan dan harapan kualitas layanan, (2) menganalisis indeks kepuasan kualitas layanan Pasar Lelang Tani Manunggal, (3) mengidentifikasi tingkat kepentingan setiap atribut kualitas layanan Pasar Lelang Tani Manunggal, dan (4) menganalisis faktor-faktor yang memengaruhi respon petani terhadap kinerja layanan Pasar Lelang Tani Manunggal. Penelitian dilakukan di Kapanewon Sanden, Kabupaten Bantul, Provinsi D. I. Yogyakarta. Penentuan responden dalam penelitian dilakukan secara *purposive* sampling, dengan jumlah responden sebanyak 40 petani peserta Pasar Lelang Tani Manunggal. Metode analisis yang digunakan meliputi *Service Quality* (SERVQUAL), *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kinerja layanan Pasar Lelang Tani Manunggal, masih berada di bawah harapan petani, (2) tingkat kepuasan petani peserta Pasar Lelang Tani Manunggal termasuk dalam kategori puas, (3) atribut yang menjadi prioritas utama perbaikan adalah ketepatan waktu pembayaran, keakuratan pencatatan hasil panen, dan sikap sabar petugas, serta (4) respon petani terhadap kinerja layanan dipengaruhi secara positif oleh usia petani, sementara tingkat pendidikan petani, pengalaman usahatani, dan luas lahan memiliki pengaruh negatif.

Kata kunci: pasar lelang cabai, kepuasan petani, *Service Quality* (SERVQUAL), *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA).

ABSTRACT

Effectively delivering service quality that aligns with farmer's expectations is crucial for achieving satisfaction and enhancing the performance of Tani Manunggal Auction Market as an agricultural marketing organization for chili production. This research was conducted to determine: (1) the service quality of Tani Manunggal Auction Market based on service performance and farmers' expectations, (2) the level of farmer satisfaction with the service quality of Tani Manunggal Auction Market, (3) the importance level of each service quality attribute at Tani Manunggal Auction Market, and (4) the factors influencing farmers' responses to the service performance of Tani Manunggal Auction Market. The study was conducted in Sanden Sub-District, Bantul Regency, Special Region of Yogyakarta. Respondents were selected using purposive sampling, involving 40 farmers participating in the Tani Manunggal Auction Market. The analytical methods used in this research include Service Quality (SERVQUAL), Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), and multiple linear regression analysis. The results show that: (1) the overall service performance of the auction market is still below farmers' expectations; (2) the level of farmer satisfaction is categorized as satisfied; (3) the attributes identified as top priorities for improvement include timely payment, accuracy in recording harvest results, and staff patience; and (4) farmers' responses to service performance are positively influenced by farmers' age, whereas farmers' education level, farming experience, and land area are negatively influenced.

Keywords: *chili auction market, farmer satisfaction, Service Quality (SERVQUAL), Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA).*