

INTISARI

Benih hibrida hortikultura sayuran berperan penting dalam peningkatan kualitas dan kuantitas produksi sayuran nasional. Salah satu perusahaan produsen benih hibrida ialah CV. Ever Fresh Farm, yang terus berupaya untuk meningkatkan kepuasan dan loyalitas petani. Fokus studi ini adalah untuk (1) mengevaluasi pengaruh implementasi *Customer Relationship Management* (CRM) di CV. Ever Fresh Farm berdampak pada kepuasan petani serta loyalitas petani; (2) mengevaluasi pengaruh *Customer Relationship Management* (CRM) dan kepuasan petani terhadap loyalitas petani; (3) mengevaluasi peran kepuasan petani sebagai variabel mediasi antara *Customer Relationship Management* (CRM) terhadap loyalitas petani. Sebanyak 100 orang responden adalah petani yang berada di Kabupaten Semarang dan Kabupaten Wonogiri yang menggunakan benih timun Timnas F1. Evaluasi penelitian menggunakan pendekatan metode deskriptif kuantitatif yang diolah melalui pemodelan Structural Equation Model- Partial Least Square (SEM-PLS). Hasil analisis mengonfirmasi bahwa (1) implementasi *Customer Relationship Management* (CRM) secara signifikan meningkatkan kepuasan petani timun; (2) *Customer Relationship Management* (CRM) tidak berdampak langsung pada loyalitas petani, tingkat kepuasan petani terbukti memberikan kontribusi positif terhadap loyalitas petani; dan (3) *Customer Relationship Management* (CRM) mampu memperkuat loyalitas petani jika dimediasi oleh kepuasan.

Kata Kunci: Customer Relationship Management (CRM), kepuasan petani, loyalitas petani, benih hibrida, SEM-PLS

ABSTRACT

Hybrid vegetable seeds play an important role in enchaching both the quality and volume of national vegetable production. One of the hybrid seed producers is CV. Ever Fresh Farm, which continues to strive to improve farmer satisfaction and loyalty. This study aims to (1) evaluate the impact of Customer Relationship Management (CRM) implementation at CV. Ever Fresh Farm on farmer satisfaction and loyalty; (2) evaluate the influence of both Customer Relationship Management (CRM) and farmer satisfaction on loyalty levels; (3) assess the function of farmer satisfaction as a mediating variable between Customer Relationship Management (CRM) and loyalty. A sample of 100 respondents was selected, consisting of farmers in Semarang and Wonogiri Regencies who utilize Timnas F1 cucumber seeds. Data were analyzed using a descriptive quantitative approach processed through Structural Equation Model-Partial Least Square (SEM-PLS). The findings confirm that (1) the application of Customer Relationship Management (CRM) significantly enhances cucumber farmer satisfaction; (2) while Customer Relationship Management (CRM) does not yield a direct positive effect on farmer loyalty, satisfaction levels are proven to contribute positively to loyalty; and (3) Customer Relationship Management (CRM) effectively strengthens farmer loyalty when mediated through the satisfaction factor.

Keywords: Customer Relationship Management (CRM), farmer satisfaction, farmer loyalty, hybrid seeds, SEM-PLS