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Tingkat Kepuasan Anggota Kelompok Tani Amrih Murakapi terhadap Program Gerakan Nasional Pengendalian Inflasi Pangan Bank Indonesia di Kabupaten Gunungkidul
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INTISARI

Penelitian ini bertujuan untuk: (1) menganalisis kualitas Program Gerakan Nasional Pengendalian Inflasi Pangan (GNPIP) Bank Indonesia kepada petani cabai anggota Kelompok Tani Amrih Murakapi, (2) menganalisis prioritas perbaikan pada setiap atribut Program Gerakan Nasional Pengendalian Inflasi Pangan (GNPIP) oleh Bank Indonesia, (3) menganalisis tingkat kepuasan petani cabai Kelompok Tani Amrih Murakapi terhadap Program Gerakan Nasional Pengendalian Inflasi Pangan (GNPIP) Bank Indonesia. Penelitian ini dilakukan pada bulan November 2025 Desember 2025. Lokasi penelitian ditentukan secara *purposive* di Kelompok Tani Amih Murakapi, Kapanewon Playen, Kabupaten Gunungkidul. Metode dasar yang digunakan adalah deskriptif kuantitatif dengan teknik pengumpulan data melalui wawancara terhadap 35 petani cabai aktif penerima manfaat Program GNPIP Bank Indonesia. Data dianalisis menggunakan metode Servqual untuk menganalisis kesenjangan antara tingkat kinerja dan harapan petani, *Paired Sample T-Test* untuk menguji perbedaan antara tingkat kinerja dan harapan, *Importance Performance Analysis* (IPA) untuk menentukan atribut yang menjadi prioritas perbaikan, dan *Customer Satisfaction Index* (CSI) untuk mengukur tingkat kepuasan petani secara keseluruhan. Hasil penelitian menunjukkan bahwa nilai rata-rata *gap* antara kinerja dan harapan sebesar −0,07 dengan nilai kualitas (Q) sebesar 0,98, yang menunjukkan bahwa kinerja Program GNPIP relatif sesuai dengan harapan petani. Hasil *Paired Sample T-Test* menunjukkan nilai signifikansi sebesar 0,026, lebih besar dari taraf signifikansi 1%, sehingga tidak terdapat perbedaan yang signifikan antara kinerja dan harapan pada taraf signifikansi 1%. Hasil *Importance Performance Analysis* (IPA) menunjukkan bahwa atribut ketersediaan sistem pengairan (A3) dan peningkatan jumlah hasil panen (B1) menjadi prioritas utama untuk diperbaiki. Hasil *Customer Satisfaction Index* (CSI) menunjukkan bahwa tingkat kepuasan petani terhadap keseluruhan Program GNPIP Bank Indonesia sebesar 90,79% dan termasuk dalam kategori sangat puas. Saran penelitian adalah Bank Indonesia perlu melakukan evaluasi dan peningkatan kualitas Program GNPIP secara berkelanjutan, terutama melalui peningkatan ketersediaan sistem pengairan serta penguatan pendampingan pertanian untuk mendukung peningkatan produktivitas cabai.

Kata kunci: GNPIP Bank Indonesia, Kepuasan Petani, Servqual, Kuadran IPA, CSI.

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ABSTRACT

This research aims to: (1) analyze the quality of the National Food Inflation Control Movement (GNPIP) Program of Bank Indonesia for chili farmers who are members of the Amrih Murakapi Farmers Group, (2) analyze the improvement priorities for each attribute of the National Food Inflation Control Movement (GNPIP) Program implemented by Bank Indonesia, and (3) analyze the satisfaction level of chili farmers in the Amrih Murakapi Farmers Group toward the National Food Inflation Control Movement (GNPIP) Program of Bank Indonesia. This study was conducted from November 2025 to December 2025. The research location was determined purposively at the Amrih Murakapi Farmers Group, Playen Sub-district, Gunungkidul Regency. The basic research method used was quantitative descriptive, with data collected through interviews with 35 active chili farmers who received benefits from the GNPIP Program of Bank Indonesia. The data were analyzed using the SERVQUAL method to analyze the gap between farmers' perceived performance and expectations, the Paired Sample T-Test to examine the difference between performance and expectations, Importance Performance Analysis (IPA) to determine the attributes requiring priority improvement, and Customer Satisfaction Index (CSI) to measure the overall satisfaction level of farmers. The results showed that the average gap between performance and expectations was −0.07, with a quality score (Q) of 0.98, indicating that the performance of the GNPIP Program was relatively consistent with farmers' expectations. The Paired Sample T-Test resulted in a significance value of 0.026, which was greater than the 1% significance level, indicating that there was no significant difference between performance and expectations at the 1% significance level. The results of the Importance Performance Analysis (IPA) showed that the availability of an irrigation system (A3) and an increase in crop yield (B1) were the main priorities for improvement. The Customer Satisfaction Index (CSI) results showed that the overall satisfaction level of farmers with the GNPIP Program of Bank Indonesia was 90.79%, which was categorized as very satisfied. This study recommends that Bank Indonesia continuously evaluate and improve the quality of the GNPIP Program, particularly by improving the availability of irrigation systems and strengthening agricultural assistance to support increased chili productivity.

***Keyword**: GNPIP Bank Indonesia, Farmer Satisfaction, Servqual, IPA matrix, CSI.*