

INTISARI

Penelitian ini bertujuan untuk (1) mengetahui kualitas layanan Pasar Lelang “Sido Dadi”, (2) mengetahui tingkat kepuasan petani peserta Pasar Lelang “Sido Dadi”, (3) mengetahui faktor-faktor yang mempengaruhi kepuasan petani peserta Pasar Lelang “Sido Dadi”, dan (4) mengetahui tingkat kepentingan setiap atribut kualitas layanan Pasar Lelang “Sido Dadi”. Penelitian dilaksanakan di Kecamatan Galur, Kabupaten Kulon Progo, Provinsi D.I. Yogyakarta. Responden terdiri dari 60 petani peserta pasar lelang. Metode analisis yang digunakan yaitu *Service Quality* (SERVQUAL), *Customer Satisfaction Index* (CSI), analisis regresi linear berganda, and *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa kinerja pelayanan Pasar Lelang “Sido Dadi” melebihi harapan petani. Petani puas terhadap kinerja pelayanan Pasar Lelang “Sido Dadi”. Faktor-faktor yang mempengaruhi kepuasan petani yaitu umur, tingkat pendidikan, dan luas lahan. Atribut kualitas layanan mendominasi kuadran II atau pasar lelang memiliki kriteria kinerja bagus dan harapan petani tinggi.

Kata kunci: pasar lelang, kualitas layanan, kepuasan petani, SERVQUAL, *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA)

ABSTRACT

The research intended to determine: (1) the service quality of “Sido Dadi” Auction Market, (2) the level of farmers’ satisfaction in “Sido Dadi” Auction Market, (3) the determinant factors of farmers’ satisfaction in “Sido Dadi” Auction Market, and (4) the importance level of each service quality attribute. The research was conducted in Galur Sub-district, Kulon Progo Regency, Yogyakarta Province. The respondents were 60 farmers of the auction market members. The analysis models used in this research are Service Quality (SERVQUAL), Customer Satisfaction Index (CSI), multiple linear regression analysis, and Importance Performance Analysis (IPA) method. The result showed that the service performance of the “Sido Dadi” Auction Market exceeded farmers' expectations. The farmer satisfied with the performance of the “Sido Dadi” auction market. Factors that influence farmers' satisfaction are age, level of education, and land area. The service quality attribute dominates in Quadrant II or the auction market has good performance criteria and high farmer expectations.

Keywords: auction market, service quality, farmer satisfaction, SERVQUAL, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)