

**ANALISIS TINGKAT KEPUASAN PETERNAK PLASMA BERDASARKAN TINGKAT KEPENTINGAN DAN KINERJA PADA PELAKSANAAN KEMITRAAN BROILER  
(Studi Kasus PT. Ciomas Adisatwa 2 Unit Klaten)**

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**INTISARI**

Tujuan penelitian ini adalah untuk menganalisis tingkat kepentingan dan kinerja pelaksanaan kemitraan dan menganalisis tingkat kepuasan peternak plasma. Penelitian ini dilakukan di PT. Ciomas Adisatwa 2 Unit Klaten. pengambilan sampel responden sebanyak 30 responden dipilih secara *purposive random sampling*. Responden yang terpilih memiliki syarat-syarat yang harus dipenuhi yaitu lama menjadi mitra minimal 1 tahun, kepemilikan ternak minimal 3000 ekor dan pendidikan minimal SMP. Pengumpulan data dilakukan selama dua bulan (September-Oktober 2016) melalui kuesioner yang telah diuji validitas dan uji reliabilitas. Data yang dihasilkan dianalisis dengan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa pelayanan sarana produksi, pelayanan teknis budidaya dan pelayanan pasca panen masuk dalam kategori penting dengan skor total rata-rata masing-masing 119,3 ; 119 dan 109,8 dengan persentase pencapaian 79,5% ; 79,3% dan 73,2%. Penilaian peternak plasma terhadap kinerja perusahaan inti menyatakan bahwa pelayanan sarana produksi, pelayanan teknis budidaya dan pelayanan pasca panen masuk dalam kategori baik atau puas dengan skor total rata-rata berturut-turut 123,3 ; 113,5 dan 104 dengan persentase pencapaian 82,2% ; 75,6% dan 69,3%. Hasil analisis *Importance Performance Analysis* (IPA) diketahui skor total rata-rata kinerja 115,2 dengan persentase pencapaian 76,8%. Ini menandakan bahwa secara keseluruhan peternak plasma PT. Ciomas Adisatwa 2 unit Klaten merasa puas dengan atribut kemitraan yang dijalankan perusahaan inti, namun ada beberapa atribut yang tidak puas.

(Kata kunci: Kemitraan, Ayam *Broiler*, Kepuasan, Peternak Plasma, Kepentingan, Kinerja)

**SATISFACTION ANALYSIS OF PLASMA FARMERS BASED ON INTEREST AND PERFORMANCE IN IMPLEMENTATION OF BROILER PARTNERSHIP  
(A Case Study of PT. Ciomas Adisatwa 2, Klaten Unit)**

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**ABSTRACT**

The purpose of this study was to analyze the level of interest and performance implementation of partnership and analyze the level of satisfaction. This research was conducted at PT. Ciomas Adisatwa 2 Unit Klaten. The sampling of respondents was 30 plasma farmers selected by purposive random sampling. Selected respondents should have been being a partner at least one year, should have at least 3,000 broilers and education is at least graduated from junior high school. The data collection is done for two months (September to October 2016) through a questionnaire that had been tested for validity and reliability testing. Data were analyzed by Importance Performance Analysis (IPA). The result showed that the services of production facilities, technical services cultivation and post-harvest services included in the essential category with a total score average 119.3 respectively; 119 and 109.8 with the percentage achieved 79.5%; 79.3% and 73.2%. The plasma farmers assessment on the performance of the main company stated that service production facilities, technical services cultivation and post-harvest services included in either category or satisfied with an average total score respectively 123.3; 113.5 and 104 with the percentage achieved 82.2%; 75.6% and 69.3%. The results of Importance Performance Analysis (IPA) is known to the average total score of 115.2 with the percentage achieved performance of 76.8%. This indicates that overall plasma farmers PT. Ciomas Adisatwa 2 units Klaten satisfied with the attributes of a partnership that run the main company, but there are some not satisfied attributes.

(Keyword: Partnership, Broiler, Satisfaction, Plasma Farmers, Importance, Performance)