

INTISARI

KEPUASAN PETANI TERHADAP PELAYANAN PENYULUH DI WILAYAH KERJA BALAI PENYULUHAN PERTANIAN PERIKANAN DAN KEHUTANAN KECAMATAN KASIHAN KABUPATEN BANTUL

DANANG SEPTIYANTO
09/286432/PN/11829

Penelitian ini dilakukan di Kecamatan Kasihan Kabupaten Bantul dengan tujuan mengetahui: 1) tingkat kepuasan petani terhadap pelayanan penyuluh pertanian, 2) faktor-faktor yang mempengaruhi tingkat kepuasan petani terhadap penyuluh pertanian, 3) mengidentifikasi atribut kualitas berdasarkan harapan petani dan kinerja penyuluh.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan teknik survei. Pengambilan sampel Kecamatan dan Desa dilakukan secara purposif, sedangkan pengambilan sampel petani responden dengan acak sederhana. Total sampel berjumlah 60 petani yaitu 20 petani dari Desa Bangunjiwo, 20 petani dari Desa Tamantirto, dan 20 Desa dari Desa Tirtonirmolo. Metode analisis yang digunakan adalah uji proporsi, analisis regresi linier berganda dan pendekatan analisis IPA (*Importance Performance Analysis*).

Hasil penelitian menunjukkan bahwa kepuasan petani terhadap pelayanan penyuluh termasuk kategori tinggi. Keaktifan petani dalam kegiatan penyuluhan dan kredibilitas penyuluh berpengaruh positif terhadap kepuasan petani, sedangkan pengalaman, usia, dan pendidikan petani tidak berpengaruh nyata terhadap kepuasan petani. Atribut pelayanan penyuluh pertanian yang menjadi prioritas utama perbaikan adalah penyuluh melibatkan petani dalam penyusunan program penyuluhan dan penyuluh merekap/ menanyakan masalah kepada petani serta memberikan solusi.

Kata kunci : Kepuasan, pertanian, pelayanan, penyuluhan, Kecamatan Kasihan, Kabupaten Bantul.

ABSTRACT

FARMERS SATISFACTION ON SERVICE OF EXTENSION WORKERS AT THE EXTENSION CENTER OF AGRICULTURE FISHERIES AND FORESTRY IN KASIHAN DISTRICT BANTUL REGENCY

DANANG SEPTIYANTO
09/286 432 / PN / 11829

This research was conducted in Kasihan District, Bantul Regency with purposed to know: 1) The farmers satisfaction to agriculture extension workers 2) The factors which affecting of farmers satisfaction levels to extension workers. 3) Identification of quality attribute based on farmers expectation and extension workers performance.

The research was descriptive approach by survey technique method. Sampling district and sub-district were done purposively, while sample of farmer respondents with simple random sampling. The total of samples were 60 farmers namely 20 farmers from Bangujiwo District, 20 farmers from Tamantirto District and 20 farmers from Tirtoirmolo District. The analysis method used proportion test, linear regression analysis and IPA (Importance Performance Analysis) analysis approach.

The research result showed that farmers satisfaction to extension worker services was in high category. The farmer participation in extension activity and extension worker credibility was positively influencing to farmers satisfaction, while of experience, age and education did not have influenced to farmers satisfaction. The attribute of extension worker services which have to be given improvement priority is the extension worker to involve of farmers within extension program preparation and the extension worker for problem recording of farmers as well as to give the solutions.

Keywords: Satisfaction, agriculture, services, extension, Kasihan, Bantul.