

ANALISIS KINERJA PRODUK, KEPUASAN, DAN PREFERENSI PETANI
TERHADAP BENIH PADI “PRIMA”
DI KABUPATEN MALANG

SONY PRIHANDONO
11/323122/PPN/03676

INTISARI

Tujuan penelitian ini adalah : (1) Mengetahui kinerja produk benih “Prima” berdasarkan persepsi petani Kabupaten Malang, (2) Mengetahui tingkat kepuasan petani terhadap produk benih “Prima” berdasarkan persepsi petani Kabupaten Malang, (3) Mengetahui preferensi petani terhadap produk benih “Prima” dibandingkan dengan produk lain. Penelitian ini dilakukan di Kabupaten Malang pada bulan Pebruari sampai dengan Maret 2015. Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Jumlah responden pada penelitian ini sebanyak 50 orang petani yang pernah menggunakan produk benih Cihorang “Prima” dan “Dua Kuda”. Metode analisis yang digunakan dalam penelitian adalah: *Important Performance Analysis* (IPA), *Customers Satisfaction Index* (CSI) dan Model sikap multiatribut Fishbein.

Berdasarkan hasil *Importance Performance Analysis* (IPA), atribut-atribut produk benih “Prima” yang dinilai memiliki kinerja yang tinggi dan memuaskan konsumen adalah atribut ketersediaan dan produktivitas, sedangkan atribut yang memiliki kinerja rendah dan kurang memuaskan konsumen adalah harga, kebersihan, volume dan kemasan. Analisis *Customers Satisfaction Index* (CSI) menunjukkan petani puas terhadap kinerja atribut-atribut yang terdapat pada produk benih “Prima”. Sikap responden petani pada penelitian ini cenderung lebih menyukai produk benih “Prima” daripada produk benih “Dua Kuda”.

Kata kunci : analisis produk, preferensi, kinerja, kepuasan, sikap

ANALYSIS OF PRODUCT PERFORMANCE , SATISFACTION, AND
PREFERENCE OF FARMERS TO PRIMA RICE SEED
IN MALANG

SONY PRIHANDONO
11/323122/PPN/03676

ABSTRACT

The purposes of this research were: (1) Determine the “Prima” seed product performance based on the perception of Malang farmers, (2) Determine the level of satisfaction of farmers on "Prima" seed product based on the perception of Malang farmers, (3) Knowing the preferences of farmers to “Prima” seed products compared with other product. This research was conducted in Malang Regency in February until March 2015. The data used in this research are primary data and secondary data. The number of respondents in this research are 50 farmers who have used Ciherang “Prima” seed product and “Dua Kuda” seed product. The method of analysis used in the research are: Important and Performance Analysis (IPA), Customers Satisfaction Index (CSI) and Multiatribut Fishbein.

Based on the results Importance Performance Analysis (IPA), attributes of “Prima” seed product are considered to have high performance and satisfying consumers are availability and productivity attributes, while the attributes that have lower performance and less satisfying consumers are the price, cleanliness, volume and packaging attributes. Analysis of Customers Satisfaction Index (CSI) showed that farmers satisfied with the performance of attributes contained in the “Prima” seed product. The attitude of the farmer respondents in this research tended to prefer “Prima” seed product rather than “Dua Kuda” seed product.

Keywords: analysis of products, preferences, performance, satisfaction, attitude