

**SERVICE QUALITY PERFORMANCE ANALYSIS  
PT. EAST WEST SEED INDONESIA JEMBER AREA  
ON FARMERS PARTNER SATISFACTION**

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**ABSTRACT**

*This research is based on less optimal of company service performance that affect to farmers partner satisfaction toward the company, this is due to company performance factor, target dividing, seed purchase price, seed payment system, and production funding policy. This research aims to know which performance factor that need to improve in order to increase farmers partner satisfaction and loyalty. Method that used in this research is validity and reliability test, t-test, GAP test, and the equality with data collect used the questionnaire to 75 respondents which is at 14 location of seed production area that cooperate with PT. East West Seed Indonesia. Responder's selection used Simple Random Sampling method. The analysis result shows that all question on questionnaire been declared valid with significant score under 0,05 and very reliable with Cronbach's Alpha Score over 0,8. T-test shows through result beed declared that all performance expectations variable effects significantly to farmers partner satisfaction with the result all the t value over the t table score. Then on the GAP test and the equality shows the result that on the Empathy Variable assessed that service performance still considered less by the farmers partner, so that need to do performance improvement so can increase farmers partner satisfaction and loyalty to the company.*

*Keywords : GAP, Satisfaction, Service, Farmers partner*