

**“The Quality Of Extension Service On Paddy Farmer
By Using SERVQUAL Method
(In Subdistrict Balung)”**

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ABSTRACT

The aim of this study is to know the quality level of counseling service on paddy farmer in the subdistrict Balung by using SERVQUAL method (Service Quality). This method is to identify and prioritize customer satisfaction. Dimension that is used in this study, namely Reliability, Reactivity, Assurance, Empathy and Physical Evidence. This study was done from September until November 2016 in the Agricultural Department Subdistrict Balung. Questionnaires were distributed to 60 respondents farmers in Subdistrict Balung with Simple Random Sampling technique. The analysis technique that is used using SERVQUAL method, the results of this study can be concluded that: (1) From the total of existing items, there are 8 items which are considered not qualified and are not satisfy, the rest has been considered to be satisfy. (2) From the dimensions of Reliability, Reactivity, Assurance, Empathy and Physical Evidence only service on the dimension of Reactivity are considered very satisfy by farmers. While the service of Reliability, Assurance, Empathy and Physical Evidence still needs to be improved because there are still some items in each of its dimensions are still not in accordance with the expectation of the farmer.

Keywords: SERVQUAL method, Agricultural Extension