

**Tingkat Kepuasan Peternak Sapi Perah Pada Pelayanan Koperasi
Galur Murni Di Kabupaten Jember** *(The Farmer Satisfaction Of Dairy Cows On The Service
Cooperative Galur Murni In The District Of Jember)*

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ABSTRACT

The purpose of this study was intended to determine the level of satisfaction with quality of services cooperative galur murni and determine attributes priority services to be repaired and maintained. The analysis was conducted using servqual method and Cartesius diagram. Servqual method used to determine the level of quality of service based on the gap between perception and expectations of farmers, the dimensions of which are used is : reliability, responsiveness, assurance, empathy, dan tangibles. Cartesius diagram is used to determine the attributes of service priority to be repaired and maintained. Based on the analysis using method servqual mention that the farmer cooperatives pure strain has not been said to be satisfied with the services provided. Value gaps (gap) of 5-dimensional reliability, responsiveness, assurance, empathy, and tangibles sequentially is $(-0,11), (-0,26), (-0,005), (-0,15), (0,295)$. There are differences in the level of satisfaction among farmers who were present inside and outside the cooperative cooperatives, a different dimension level of satisfaction with the dimensions Reliability, Empathy, Tangibles. Based on the analysis Cartesian diagram attributes are a top priority for repair (quadrant A) that the Cooperative could solve the problems of farmers, the existence of cooperative involved if there are cattle ranchers who are sick, second attribute that staff of the cooperative should immediately serve farmers who come, Attribute further needs to be fixed namely the staff of the cooperative should be consistent to be polite. Cooperative officers who treat attentive individual farmers and cooperatives Employees should communicate well without favoritism.

Keywords : Servqual, Cartesius Diagram, Satisfaction dairy farmers, Cooperative Galur Murni