

Analisis Kepuasan Peternak Plasma Terhadap Sistem Kemitraan Ayam Broiler Di Kabupaten Jember (Breeders Satisfaction Analysis Towards Plasma Partnership Broiler In Jember)

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ABSTRACT

The development of broiler chicken farms in Indonesia are supported by independent farmers and partner systems farms. The purpose of the partnership is to improve the income of the small business and society, to increase rural economic growth, and expanding the job opportunities. The benefit of the partnership form plasma breeders is they will not carry on the losses when the market is lower than the price specified in the contract. The aim of this study is to know the importance level of attributes which is becoming the consideration when determining the partner and to know how the plasma breeders level of satisfaction to the implementation of the partnership which done by the company. The research plan which is used is descriptive quantitative with the sample of twenty six breeders who lived in Jember and have qualification. And the method used is a questionnaire containing fifteen questions. The result shows that there is no correlation between plasma breeder satisfaction to the quality of the goods provided by the company with the value of Asymp. Sig 0.004 < alpha 0.05, t-test showed that independent variables affect the dependent which means that breeders are satisfied with the goods quality, then there is an obvious relationship between plasma breeder satisfaction with services quality with the value of Asymp. Sig 0.825 > alpha 0.05, t-test showed that the free variables affect the dependent variable, which means breeders are satisfied with the service quality, and there is an obvious relationship between plasma breeder satisfaction to the quality of the price with the value of Asymp. Sig 0.822 > alpha 0.05, t-test showed that the independent variables affect the dependent variable, which means breeders are satisfied with the price quality.

Keywords: Breeders Plasma, Quality Products, Quality Service, Quality Price.