

**Income Analysis and Chiken Breeder's Satisfaction Degree to
Implementation of Broiler Partnership (Case Study: Partnership
PT. Prospek Mitra Lestari In Jember Regency)**

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ABSTRACT

The present study was intended reveal (1) the description of partnership implementation which is being conducted by PT. Prospek Mitra Lestari in Jember. (2) the income analysis of breeders partner. (3) the analysis of breeders partner' satisfaction degree on partnership implementation. (4) the correlation analysis between breeder's income degree and breeders' satisfaction degree in the partnership implementation by PT. Prospek Mitra Lestari Jember. This study analyzed income degree and breeder's satisfaction degree with 17-partnership attributions. There were 50 active breeder respondents at PT. Prospek Mitra Lestari Jember. Descriptive and structured questionnaire were employed in this research. Research location sample was purposively selected. The analysis instruments were consisted descriptive analysis, Ratio R/C, Important and Performance Analysis /IPA, customer satisfaction index (CSI), and rank spearman correlation analysis. Finally, the study foundout that (a) breeders' income degree which use closed house type with 1,1326 ration of R/C was higher compared to open house type with 1,0622 ration R/C. (B) there was attribution which had high interest degree but the plasma breeders had low performance. This attribution was Day Old Chicken (DOC) quality. (C) plasma breeders satisfied attribution performance partnership which is conducted by company with CSI value was 79,179%. (D) there was low correlation between breeders' income degree and breeders' satisfaction degree.

Keywords: *Partnership, Satisfaction, Broiler Chicken, Importance and Performance Analysis /IPA, PT. Prospek Mitra Lestari, Jember Regency.*