ABSTRACT

Satisfaction Analysis of Mitra on Contract Farming Partnership Model in Province of West Java and Banten
(A Case at PT XYZ - SBU Kemitraan Region Jawa Barat)

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The purposes of this study were (1) to analyze factors that influence satisfaction of mitra, (2) to analyze satisfaction level of mitra and (3) to formulate managerial implications to improve satisfaction level of mitra toward product and service quality. The research design used was a descriptive approach through focus group discussion and questionnaire. Fifty-seven attributes classified into nine dimensions analyzed in this study were product performance, product reliability, conformance, durability, tangibles, service reliability, responsiveness, assurance and empathy. By using disproportionate stratified random sampling, data were collected from SBU Kemitraan Region Jawa Barat with 57 mitras as respondents. Analysis tools used were internal gap analysis, external gap analysis, customer satisfaction index, expectation - performance analysis, and modified expectation - performance analysis. The result of this study showed that (1) product quality had more influence rather than service quality. The product quality factors were (a) profitable partnership contract scheme, (b) competitiveness of partnership contract scheme, (c) good uniformity in supply of DOC, (d) undehydrated DOC, (e) free of DOC abnormality, (f) DOC supply with good feather, (g) ability of animal medicine to cure broilers, (h) feed supply with good palatability, (i) FCR inline with broiler’s bodyweight, (j) healthy and normal growth of livebird, (k) mortality rate of DOC less than 5% during production period, (l) average bodyweight of livebird harvested at 1.7 kg/bird, and (m) less abnormal livebird harvested. On the other hand, the service quality factors were (a) time lag to receive recapitulation of production result, and (b) delay on payment. (2) Mitras were less satisfied with CSI of 48%. (3) There was a different satisfaction index among stratas studied. Partners who had followed the partnership earlier had a better satisfaction index compared with a new partner. (4) The managerial implications to improve satisfaction level of mitras were related to contract, DOC, feed, animal medicine, and on-time payment.

Keywords: Satisfaction, Kemitraan, Contract Farming, SBU Kemitraan, Mitra, Internal Gap Analysis, External Gap Analysis, Expectation - Performance Analysis, Modified Expectation - Performance Analysis, CSI.