SUMMARY

Analysis of Entrepreneurs Satisfaction on the Quality of Fertilizer Permit Service at the Ministry of Agriculture

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The purpose of this study are: 1) identify factors that influence fertilizer permit service satisfaction of entrepreneurs at the Ministry of Agriculture, 2) analyze the level of entrepreneurs satisfaction from the service of fertilizer permit at the Ministry of Agriculture, 3) formulate government strategies to improve entrepreneurs satisfaction from the implementation of fertilizer permit service at the Ministry of Agriculture. Data obtained from 86 respondent (entrepreneurs) which make permit at the PPVTTP and Ditjen PSP. In this study, developed a model with 28 indicators (26 exogenous indicators, 2 endogenous indicators). Data processing using Microsoft Office Excel to perform a descriptive frequency analysis of the most important indicator at the variables, while the analysis of the level of satisfaction with the Path Analysis, Customer Satisfaction Index (CSI) with Suhardjo Split. Analysis with LISREL 8.30 program. The conclusion of this study are directly reliability and empathy have a significant influence to satisfaction but directly all variables unsignificant to recomendation. Undirectly tangible, reliability and responsiveness have a significant influence to recomendation. The dominant indicators that influence drafting the satisfaction in of each variable are: cafeteria, lift and fotocopy (tangible), administration cost (reliability), officers are easily recognized (responsiveness), ability of knowledge officers to explain (assurance), ability of officers to understanding the customers (empathy). The Suhardjo Split method have mean point in 68,94%, performance of fertilizer permit service Monistro of Agriculture include in the category satisfied. Managerial implication that can be given to the PPVTTP and Ditjen PSP (Ministry of Agriculture) in accordance with aspect of the most influential in every variables are: 1) improve the lift, cafeteria and fotocopy facilities, 2) reviewed the cost of administration which is include at the permit process, 3) give a special attribute for the officers so that easily to be recognized, 4) improve the officers knowledge so that can make a good service to customers, 5) officers more trying to understand the customers want, it’s mean still at the arround procedure.

Keywords: Customer Satisfaction, Fertilizer Permit Service, Frequency Analysis, Path Analysis, Suhardjo Split.