



SUMMARY

DHINA NOVITRI. Analysis of Satisfaction and Loyalty of 'Hybrid D' Corn Farmers towards Purchase Corn Seed. Supervised by ARIEF DARYANTO and BUNASOR SANIM.

Natural resources are owned by the state is one of the driving forces for economic growth in the country. One of the strategic commodity in the development of the agricultural economy and Indonesia are commodity corn. Corn is one of the commodities that may build Indonesia's economy and agriculture in the future. This commodity has a variety of functions, whether for food, feed, and energy (Krisnamurthi 2010). Corn is the second largest contributor to the national economy after the rice, and the demand is always increasing every year. Although the use of corn for consumption as food everyday tends to decrease, the demand for corn for animal feed raw materials has increased. In a period of 20 years into the future, the use of corn for feed material is expected to continue to increase (Litbang 2007). Unfortunately, this growing demand has not been matched with an existing corn production at this time.

Increased productivity is one way to increase the national corn production. From the technical aspect, technology which can be used to increase the productivity of corn is to use improved seed quality through the development of improved varieties for high yield and adaptive in certain circumstances (Saenong *et al.* 2014). Attitudes, satisfaction, and loyalty of farmers to purchase improved seed corn hybrid is highly dependent on its attributes. This condition will certainly shape the attitudes of farmers in the use of hybrid corn seed and eventually be able to evaluate certain corn seed attributes in meeting their needs. The main factors to be considered in the development of high yield varieties of corn is the desire of farmers to choose and use appropriate improved seed.

One of the manufacturers of hybrid corn seeds found in Indonesia is PT XYZ which carrying hybrid seed corn brand called Hybrid D. Hybrid D has a superiority in terms of resistance to downy mildew disease, which is the most common disease in almost all centers of corn fields. Aside from resistance to downy mildew attack, Hybrid D is also known for the robustness of the plants and high yield potential. The company is committed to supporting the sustainability of agriculture and improve the lives of farmers through crop yields certainty. The understanding of consumer behavior can help the company to explain how consumers derive satisfaction and the satisfaction of consumers become loyal to a particular product which is considered to accommodate his needs, in addition to the company is also able to estimate how consumers make purchase decisions and be able to predict consumer reaction to what they receive. Starting from this background, this study aims to look at attitudes, satisfaction, and loyalty of farmers to purchase Hybrid D corn seed produced by PT XYZ.

IPA analysis were used to measure how far the level of expectation and the level of performance that has been done by the company viewed from Hybrid D corn seed farmers as consumers that directly using the seed. The results of this analysis showed that the attributes of resistance to pests, diseases, resistance to the season, access to seeds, seed availability, seed labels, cob size, productivity, and price performance must be maintained by the company because these attributes

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have meet consumer expectation. Other attributes such as power grows, the efficient use of fertilizer, seed certification information, obsolescence rate, storability, brochures, packaging quality, and seed size is an attribute that is not too important for consumers so that management does not need too give attention to these factors. The important factors for consumers who have not been given special attention by the company is the attribute type/variety, age of the plant, and the field demonstration. Consumers still feel not quite satisfied with these attributes.

Hybrid D corn seed consumer satisfaction that measured by the CSI analysis showed that 86.67% of corn farmers who have used the Hybrid D corn seed in Probolinggo were satisfied with the performance of the attributes possessed the seed corn. In addition to feeling satisfied with the performance of the attributes possessed by Hybrid D corn seed, farmers are classified to the consumers who are loyal to a brand. It can be seen from the results of the analysis using analysis CLI loyalty with customer loyalty index of 95%.

Key words: analysis of customer loyalty, analysis of customer satisfaction, CLI, CSI, IPA.

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