

ABSTRAK

Yogi Indra Yadistira, Analisis Kepuasan Dan Loyalitas Petani Terhadap Benih Kelapa Sawit Bersertifikat Dan Non-Sertifikat di Desa Sumber Jaya Kecamatan Sirapit Kabupaten Langkat. Dibimbing Oleh Putrisina Br Tarigan, S.P., M.Kes.

Kelapa sawit merupakan komoditas strategis yang produktivitasnya sangat ditentukan oleh kualitas benih. Namun, masih banyak petani menggunakan benih non-sertifikat karena faktor harga dan akses, yang berpotensi menurunkan hasil produksi. Penelitian ini bertujuan menganalisis kepuasan dan loyalitas petani terhadap benih kelapa sawit bersertifikat dan non-sertifikat. Kajian teoritis menggunakan konsep perilaku konsumen, kepuasan konsumen, dan loyalitas, dengan pendekatan *Importance Performance Analysis (IPA)*, *Customer Satisfaction Index (CSI)*, serta piramida loyalitas. Penelitian menggunakan metode kuantitatif dengan teknik *purposive sampling* terhadap 100 petani di Desa Sumber Jaya, Kecamatan Sirapit, Kabupaten Langkat. Data dikumpulkan melalui kuesioner, observasi, dan wawancara, kemudian dianalisis menggunakan IPA, CSI, dan analisis loyalitas. Hasil penelitian menunjukkan bahwa seluruh atribut benih bersertifikat berada pada kategori kinerja baik tanpa prioritas perbaikan, dengan nilai CSI sebesar 90,55% (sangat puas), serta dominasi loyalitas pada tingkat *committed buyer* (76%). Sebaliknya, benih non-sertifikat memiliki seluruh atribut pada prioritas perbaikan, dengan nilai CSI 51,32% (cukup puas) dan loyalitas rendah yang didominasi oleh *switcher buyer* (70%). Disimpulkan bahwa benih bersertifikat memberikan tingkat kepuasan dan loyalitas yang jauh lebih tinggi dibandingkan benih non-sertifikat, sehingga direkomendasikan untuk meningkatkan produktivitas dan kesejahteraan petani.

Kata Kunci : Kepuasan petani, loyalitas, benih kelapa sawit, CSI, IPA.

ABSTRACT

Yogi Indra Yadistira, Analysis of Farmers' Satisfaction and Loyalty to Certified and Non-Certified Oil Palm Seeds in Sumber Jaya Village, Sirapit District, Langkat Regency. Supervised by Putrisina Br Tarigan, S.P., M.Kes.

Palm oil is a strategic commodity whose productivity is largely determined by seed quality. However, many farmers still use non-certified seeds due to price and access factors, which can potentially reduce production yields. This study aims to analyze farmer satisfaction and loyalty towards certified and non-certified oil palm seeds. The theoretical study uses the concepts of consumer behavior, consumer satisfaction, and loyalty, with the Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI), and loyalty pyramid approaches. The study used a quantitative method with a purposive sampling technique on 100 farmers in Sumber Jaya Village, Sirapit District, Langkat Regency. Data were collected through questionnaires, observations, and interviews, then analyzed using IPA, CSI, and loyalty analysis. The results showed that all certified seed attributes were in the good performance category without priority for improvement, with a CSI value of 90.55% (very satisfied), and loyalty dominated by committed buyers (76%). In contrast, non-certified seeds had all attributes in the priority for improvement, with a CSI value of 51.32% (quite satisfied) and low loyalty dominated by switcher buyers (70%). It was concluded that certified seeds provide a much higher level of satisfaction and loyalty than non-certified seeds, so they are recommended to increase farmer productivity and welfare.

Keywords: *Farmer satisfaction, loyalty, oil palm seeds, CSI, IPA.*