

ABSTRAK

RIO JANTINUS SIHOTANG. A.1410949. Analisis Kinerja Gapoktan Berdasarkan Tingkat Kepuasan Anggota dan Karyawan (Studi Kasus Gapoktan Rukun Tani, Desa Citapen, Kecamatan Ciawi Kabupaten Bogor). Di bawah bimbingan Apendi Arsyad dan Siti Masithoh.

Gapoktan menjadi salah satu andalan bagi pemerintah dalam hal mendekati petani secara langsung. Penelitian ini dilakukan di Gapoktan Rukun Tani dengan tujuan penelitian ini untuk melihat keragaan dan kondisi lingkungan, mengetahui kinerja gapoktan berdasarkan tingkat kepuasan karyawan dan anggota serta merekomendasikan langkah strategis bagi gapoktan untuk peningkatan kinerja di masa mendatang. Metode penelitian ini dengan *purposive sampling* untuk lokasi dan responden penelitian. Metode pengumpulan data meliputi data primer (observasi lapangan dan wawancara dengan kuisioner) dan data sekunder (studi literatur). Dianalisa secara deskriptif pada keragaan dan kondisi lingkungan gapoktan. Dilakukan analisa kinerja berdasarkan tingkat kepuasan karyawan dan anggota dengan menggunakan analisis *Costumer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA) dan *Service Quality* yang kemudian diolah dengan menggunakan Microsoft excel 2010 dan Software SPSS 22. Rekomendasi strategi dengan secara deskriptif berdasarkan kepuasan karyawan dan anggota terhadap Gapoktan, direkomendasikan berdasarkan penelitian ini. Hasil yang diperoleh keragaan Gapoktan Rukun Tani telah memiliki struktur organisasi dan perangkat organisasi dan adanya kegiatan yang menunjang perkembangannya. Kinerja Gapoktan berdasarkan karyawan dan anggota menunjukkan pada posisi puas pada nilai CSI 0,75 dan 0,70. Namun masih ada hal yang perlu diperhatikan oleh Gapoktan. Melihat hasil IPA menunjukkan dari karyawan dan anggota masih perlu adanya perbaikan dan hasil *service Quality* masih pada posisi negatif. Serta perlu adanya langkah strategis yang dilakukan dalam hal meningkatkan loyalitas anggota dan karyawan baik dalam pelengkapan fasilitas pada karyawan dan sosialisasi pada anggota Gapoktan.

Kata Kunci : Kinerja, Kepuasan, CSI, IPA, Service Quality

ABSTRACT

RIO JANTINUS SIHOTANG. A.1410949. The Analysis of Performance of Gapoktan Based on the Satisfaction Level of Members and Employees (The Case Study of Gapoktan of Rukun Tani, Citapen Village, Ciawi Subdistrict, Bogor District). Under Supervision of Apendi Arsyad and Siti Masithoh.

Gapoktan becomes the one of mainstay for the government on the things to approach the farmers directly. The research carried out at the Gapoktan of Rukun Tani with the aim of research to see the performance and the condition of environment, to know the performance of Gapoktan based on the satisfaction level of members and employees and to recommend the strategic steps of Gapoktan to increase the performance on the future. The research use the purposive sampling for the location and the respondents of research. Data collection method includes the primary data (the field observation and interviews using the questionnaire) and the secondary data (literature study). Data analyzed descriptively on the performance and environmental condition of Gapoktan. The performance analyzed based on the satisfaction level of employees and members of Gapoktan with using the analysis of Costumer Satisfaction Index (CSI), Importance Performance Analysis (IPA) and Service Quality and then processed with using the Microsoft excel 2010 and Software SPSS 22. Descriptively the strategic steps of Gapoktan based on the satisfaction level of employees and members against the Gapoktan has been recommended in this research. The performance of Gapoktan of Rukun Tani has the organization structure, the instrumen of organization, and the activity to support the development of Gapoktan. The performance of Gapoktan based on the satisfaction level of employees and members showed there were on the satisfied position on CSI value of 0.75 and 0.70. However, there were still the anything that have to noticed by the Gapoktan. The IPA showed that the employees and members of Gapoktan have to increase the improvement and the yield of Service Quality analysis is still on the negative position. The strategic steps have to do to increase the loyalty of members and employees of Gapoktan both in the facility equipment of employees and the socialization to the members of Gapoktan.

Key words: *Performance, Satisfaction, CSI, IPA, Service Quality*