

**ANALISIS KEPUASAN PETANI TERHADAP DISTRIBUSI PUPUK
SUBSIDI PADA TANAMAN PADI DI DESA WAIRBLELER
KECAMATAN WAIGETE KABUPATEN SIKKA**

Oleh

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis tingkat kepuasan petani terhadap distribusi pupuk subsidi pada tanaman padi serta faktor-faktor yang memengaruhinya di Desa Wairbleler. Metode analisis yang digunakan adalah *Customer Satisfaction Index* (CSI) untuk mengukur tingkat kepuasan secara keseluruhan dan analisis regresi logistik untuk mengetahui pengaruh variabel ketepatan jenis, ketepatan jumlah, ketepatan waktu, ketepatan tempat, usia, dan luas lahan terhadap kepuasan petani terhadap distribusi pupuk bersubsidi. Hasil perhitungan CSI menunjukkan nilai variabel ketepatan jenis 58,42% (cukup puas), ketepatan jumlah 61,73% (cukup puas), ketepatan waktu 57,65% (cukup puas), dan ketepatan tempat 58,54% (cukup puas). Hasil uji regresi logistik menunjukkan bahwa seluruh variabel independen berpengaruh signifikan terhadap kepuasan petani, dengan nilai signifikansi: ketepatan jenis ($0,036 < 0,05$), ketepatan jumlah ($0,019 < 0,05$), ketepatan waktu ($0,015 < 0,05$), ketepatan tempat ($0,021 < 0,05$), usia ($0,008 < 0,05$), dan luas lahan ($0,041 < 0,05$). Hasil ini menunjukkan bahwa semakin tepat jenis, jumlah, waktu, dan tempat distribusi pupuk serta semakin besar usia dan luas lahan petani, maka tingkat kepuasan mereka terhadap distribusi pupuk subsidi semakin tinggi. Pemerintah diharapkan meningkatkan ketepatan jenis, waktu, dan tempat distribusi pupuk serta mempertahankan ketepatan jumlah yang telah memberikan tingkat kepuasan tertinggi.

Kata Kunci: Kepuasan Petani, Pupuk Subsidi, *Customer Satisfaction Index*, Regresi Logistik

ANALYSIS OF FARMERS' SATISFACTION WITH THE DISTRIBUTION OF SUBSIDIZED FERTILIZER ON RICE PLANTS IN WAIRBLELER VILLAGE, WAIGETE DISTRICT, SIKKA REGENCY

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ABSTRACT

This study aims to analyze the level of farmers' satisfaction with the distribution of subsidized fertilizer on rice plants and the factors that affect it in Wairbleler Village. The analysis method used was *Customer Satisfaction Index* (CSI) to measure the overall level of satisfaction and logistics regression analysis to determine the influence of variables of type-appropriateness, quantity accuracy, timeliness, place-appropriateness, age, and land area on farmers' satisfaction with the distribution of subsidized fertilizers. The results of the CSI calculation show that the variable values of type accuracy are 58.42% (moderately satisfied), 61.73% (moderately satisfied), 57.65% (moderately satisfied), and 58.54% (moderately satisfied). The results of the logistics regression test showed that all independent variables had a significant effect on farmer satisfaction, with significance values: type accuracy ($0.036 < 0.05$), quantity accuracy ($0.019 < 0.05$), timeliness ($0.015 < 0.05$), place accuracy ($0.021 < 0.05$), age ($0.008 < 0.05$), and land area ($0.041 < 0.05$). These results show that the more precise the type, quantity, time, and place of fertilizer distribution and the greater the age and area of farmers' land, the higher their level of satisfaction with the distribution of subsidized fertilizers. The government is expected to improve the accuracy of the type, time, and place of distribution of fertilizers and maintain the accuracy of the amount that has provided the highest level of satisfaction.

Keywords: Farmer Satisfaction, Subsidized Fertilizer, *Customer Satisfaction Index*, Logistics Regression