

# Member Satisfaction Level With Service Performance of Kud Surya Adi in Helping Oil Palm Farmers in Mesuji District Ogan Komering Ilir District

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## Abstract

This study aims to determine how the performance of Surya Adi KUD services to members and to determine the level of member satisfaction with the performance of services provided by Surya Adi KUD. The research implementation time is from October 2021 to December 2021. The method used in this research is a survey method, which aims to see the situation that is the object of research as it really is, by looking at the data and information in the sample, without giving special treatment. The sample in this study were members of KUD Surya Adi totaling 54 people. The results showed that the performance of KUD Surya Adi management was based on the distribution of each attribute, namely Physical Evidence (Tangible), Reliability (Reliability), Responsiveness (Responsive), Guarantee and Certainty (Assurance), and Giving Attention (Empathy), in accordance with members' expectations, but for the Important Performance Analysis (IPA) method of analysis there are still 9 (nine) distributions that must be improved, and members are satisfied with the service performance of Surya Adi KUD. This can be seen from the test using the Customer Satisfaction Index (CSI) analysis method with a score of 0.74 in the satisfied category.

**Keywords:** KUD Surya Adi, service performance, level of member satisfaction

## 1. Background

Development in Indonesia is carried out with various programs, these programs are sought to improve the welfare of the community, both by the government and by non-governmental organizations. These programs aim to improve the economy and improve people's welfare. One of them is in the agricultural sector, where the agricultural sector plays an important role

and contributes to Indonesia's economic activities, in the agricultural sector it can provide jobs and business opportunities for the community because most of the Indonesian population still depends on this sector which includes, plantations, fisheries, forestry and food crops. Development in the plantation sub-sector is part of efforts to improve people's welfare, The strategic role of the plantation sub-sector in improving the national economy is seen from its contribution in various ways, one of which is the contribution to gross domestic product. The commodity that has an important role in the Indonesian economy is palm oil. Oil palm (*Elaeis guineensis* Jacq) is an important industrial plant producing cooking oil, industrial oil or fuel (biodiesel). Its plantations generate huge profits so that many forests and old plantations become oil palm plantations which can help the government to overcome poverty in Indonesia, as one of the largest agricultural export commodities in Indonesia, which makes oil palm an important position as a source of foreign exchange or tax earners. In the production process and industrial processing, Oil palm plantations are also able to create opportunities and employment opportunities, especially for rural communities while increasing community welfare (Directorate General of Plantations, 2019). For people in rural areas, until now oil palm plantations are an alternative to change the family's economy, because of that people's desire for plantation developments is still high. According to Syahza (2011), oil palm businesses pay attention to an increase in the welfare of farmers in rural areas. The management of oil palm plantations is carried out especially in the province of South Sumatra, namely using the People's Core Company (PIR) pattern. The people's nucleus company (PIR) is a partnership system between large plantations (as medium or large entrepreneurs) and farmers (as small entrepreneurs) so it is called a nucleus-plasma partnership. Through this collaboration, it is hoped that technical (technology transfer) and non-technical (financial, management) constraints can be overcome and benefit both partners, both farmers as suppliers of fresh fruit bunches (FFB) for oil palm with large plantations. as a buyer of FFB products, and a producer of palm oil. In this partnership pattern between the core company and plasma farmers, it is necessary to have a liaison institution so that there is openness between these institutions so that they can generate mutual benefits. The connecting institution is the Village Unit Cooperative (KUD). Through this collaboration, it is hoped that technical (technology transfer) and non-technical (financial, management) constraints can be overcome and benefit both partners, both farmers as suppliers of fresh fruit bunches (FFB) for oil palm with large plantations. as a buyer of FFB products, and a producer of palm oil. In this partnership pattern between the core company and plasma farmers, it is necessary to have a liaison institution so that there is openness between these institutions so that they can generate mutual benefits. The connecting institution is the Village Unit Cooperative (KUD). Through this collaboration, it is hoped that technical (technology transfer) and non-technical (financial, management) constraints can be overcome and benefit both partners, both farmers as suppliers of fresh fruit bunches (FFB) for oil palm with large plantations. as a buyer of FFB products, and a producer of palm oil. In this partnership pattern between the core company and plasma farmers, it is necessary to have a liaison institution so that there is openness between these institutions so that they can generate mutual benefits. The connecting institution is the Village Unit Cooperative (KUD). In this partnership pattern between the core company and plasma farmers, it is necessary to have a liaison institution so that there is

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Surya Adi Village is one of the villages in the Mesuji sub-district, Ogan Komering Ilir Regency. Most of the residents in Surya Adi Village are oil palm farmers, and farmers who are members of the Surya Adi KUD. Based on the results of the pre-survey research conducted with the head of the KUD and the management, it can be seen that the area of the plantation located in Surya Adi village is 2,050,270 ha of oil palm plantations managed by 44 farmer groups. The managed business units include (1) oil palm, (2) processing and marketing of FFB products, (3) providing production facilities, (4) providing services in collaboration with KSP Aditirta, and (5) providing services electricity bill payments. In improving the economic level of cooperative members, the role and services in helping farmers need to be improved in the national economic life, this is done so that members feel the benefits of cooperatives. Based on a pre-survey conducted at the Surya Adi Village Unit Cooperative for four years, the amount of production has decreased and each member's production must pay costs or discounts for each production, several types of discounts such as fertilizer costs, pest and disease control (HPT), maintenance Street, The services provided by the Surya Adi Village Unit Cooperative (KUD) are a manifestation of the needs of members, and member satisfaction is one of the success factors of cooperatives, it is important to pay attention to expectations members want, so that member services become one of the important things in improving the quality of cooperatives.

The level of member satisfaction with the Surya Adi Village Unit Cooperative (KUD) is a cognitive process experienced by cooperative members in receiving the services provided by Surya Adi KUD, the level of member satisfaction can occur through the process of seeing and hearing information can also occur because of the business or service provided. by the Surya Adi Village Unit Cooperative (KUD).

Based on the description of the background above, the formulation of the problems that can be put forward in this study are:

How is the level of member satisfaction with the service performance of KUD Surya Adi in helping oil palm farmers in Mesuji District, Ogan Komering Ilir Regency.

## **2. Research Methodology**

### **Place and time**

This research was conducted in the working area of KUD Surya Adi in Mesuji District. Location selection is done by *Purposive* (deliberately) with the consideration that the majority of the community has a share in the field of oil palm plantations and the community who owns oil palm plantations are members of the Surya Adi KUD. In Mesuji District, Ogan Komering Ilir Regency". The research has been carried out in October 2021-December 2021.

## **Research methods**

The research method used in this research is the survey method. According to Sugiyono (2016), the survey method is research conducted on large and small populations, but the data studied are data from samples taken from that population, to find relative events, distributions, and relationships between sociological and psychological variables. Furthermore, the survey method aims to make descriptive painting sensing about facts and characteristics of a particular population or area in a systematic, factual and thorough manner, the purpose of this research is to measure facts and their function is to formulate and describe what happened (Batubara, 2011).

## **Method of collecting data**

The data collection method used in this research is to use the method of observation, interviews, and documentation. According to Batubara (2011) interviews are a source of information in the form of people who are usually called respondents. Research or data collection is face to face with the respondent holding a question and answer orally. According to Batubara (2011) documentation technique, the source of information is in the form of written or recorded materials. In this method and technique, the researcher or data collector only needs to move the relevant written materials on the filling sheets that have been prepared for it, or record them as they are. The data collected from this study consisted of primary data and secondary data, namely: primary and secondary data secondary data, primary data is a source of data collected by researchers from original sources and collected specifically for certain tasks which at least are collected using the data collection techniques above and processed to be interpreted to research variables (Batubara, 2011). Secondary data is sourced from the results of reports or studies conducted by other parties or certain agencies such as: reports on research results, reports on activities of an agency, statistical center data, books, documents, journals and other sources. (Batubara, 2011).

## **Data Processing and Data Analysis Methods**

To find out how the Surya Adi KUD service performance assessment uses two kinds of analysis, to use analysis descriptive, namely providing clear and in-depth information in accordance with the results of research conducted based on theories related to the object of research analyzed using Importance Performance Analysis (IPA) The importance performance analysis (IPA) method is the application of methods to measure the level of importance and perceptions of useful service performance for the development and proposed performance improvement program. And the IPA analysis aims to display information related to service attributes which according to members greatly affect their satisfaction. According to Suprianto (2006), the importance level assessment is based on a Likert scale, which is intentionally designed to allow customers to answer at various levels on each item describing services.

- a. Score 1 for Answer is not very important
- b. Score 2 for unimportant answer

- c. Score 3 for the answer is quite important
- d. Score 4 for important answers, and
- e. Score 5 for the answer is very important

The level of service performance, which is obtained from the assessment of members of the Surya Adi KUD group. The score for the level of service performance is as follows:

- a. Score 1 for the answer very dissatisfied
- b. Score 2 for dissatisfied answers
- c. Score 3 for the answer is quite important
- d. Score 4 for satisfied answers, and
- e. Score 5 for very satisfied answers

The weight obtained from the service performance assessment of Surya Adi KUD is the weight of the respondents' responses to service performance and the weight of the importance level is the level of importance of the respondents to the service attributes. The data obtained from the questionnaire was then calculated using analysis *Importance Performance Analysis* with the following stages (Suprianto, 2006):

1) Determining the level of conformity between the level of importance and the level of performance of KUD services through comparison of performance scores with scores of interests or expectations. The formula for the level of conformity is as follows:

$$Tki = \frac{Xi}{Yi} \times 100\%$$

Where :

Tki : Compatibility level

Xi : Performance level assessment score

Yi : Score of importance rating

2) Calculate the average for each attribute perceived by respondents with the formula:

$$\underline{Xi} = \frac{\sum Xi}{n} \text{ dan } \underline{Yi} = \frac{\sum Yi}{n}$$

Where:

Xi: The average score of the perceived level of service performance per attribute i

Yi: Average score of importance level per attribute i

Xi : Total score of service performance perception level on respondent i

Yi : Total score of importance level on respondent i

n: Number of respondents

3) : Calculating the average of all attributes of importance ( $\bar{Y}$ ) and level of performance ( $\bar{X}$ ) which are the limits on the Cartesian diagram, with the formula:

$$\bar{X} = \frac{\sum X_i}{K} \quad \text{and} \quad \bar{Y} = \frac{\sum Y_i}{K}$$

Where:

$X_i$ : the average number of perceived levels of service performance per attribute i

$Y_i$ : average number of importance levels per attribute i

K : Number of attributes

All the results of the above calculations will then be placed in a diagram based on the average score of the assessment of the service. In the calculation also use *Microsoft Office Excel* and *IBM SPSS Statistics*, then all calculation results will be projected into one of the quadrants contained in the diagram *Importance Performance Matrix*. In Figure 1, based on the diagram, alternative strategies can be determined according to the position of the attributes in each quadrant.

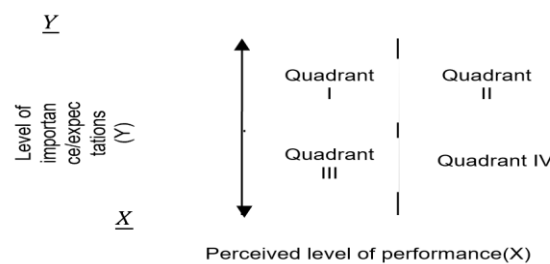


Figure 1. Importance & Performance Matrix Diagram

The following is an explanation for each quadrant, and each quadrant will describe different conditions, namely:

1) Quadrant 1 (Top Priority)

This quadrant shows the factors that are considered important by members of the KUD Surya Adi, but the management has not implemented them in accordance with the expectations of members. Attributes that fall into this quadrant must be improved by means of continuous improvement until the attribute performance increases.

2) Quadrant 2 (Maintain Achievement)

This quadrant shows these perceived factors have a high level of expectations and performance for members, and what members feel is in accordance with their interests. Attributes in this quadrant must be maintained, because they have an advantage in the view of members.

3) Quadrant 3 (Low Priority)

This quadrant shows the factors that are considered less important by members. The increase in attributes in this quadrant can be increased again because the effect on the benefits felt by members is very small.

#### 4) Quadrant 4 (Excess)

This quadrant shows the factors that are considered less important by members and are felt to be too excessive.

*Customer Satisfaction Index method (CSI)* The Customer Satisfaction Index is used to determine the overall level of customer satisfaction with an approach that considers the importance of the measured service quality attributes (Wijaya, 2017).

In general there are four steps in the calculation *Customer Satisfaction Index* (Wijaya, 2017):

- 1) Determine the Mean Importance score (MIS) of the average expectation and the Mean Satisfaction Score (MSS) of the average perceived performance.

This value is derived from the average level of interest and satisfaction of each member. In this research *Mean Satisfaction Score* assumed to be identical to the Mean Performance Score.

$$MIS = \frac{\sum_{i=1}^n Y_i}{n} \text{ and } MSS = \frac{\sum_{i=1}^n X_i}{n}$$

Where:

MIS : *Mean Importance score*

n : Number of respondents

X<sub>i</sub> : Satisfaction value of the i-th attribute

Y<sub>i</sub> : The importance value of the i-th attribute

- 2) Creating Weight Factors (WF)

This weight is a percentage of the MIS value per attribute to the total MIS of all attributes.

$$WFi = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\%$$

Where:

WF: *Weight Factors*

MIS : Mean Importance score

P : Number of importance attributes

I : Attributes of cooperative service i

- 3) Creating a Weight Score (WS)



This weight is the product of the Weight Factor (WF) with the average level of satisfaction (MSS).

$$WSi = WFi \times MSSi$$

Where:

WSI : *Weight Score*

WiFi : Total Weight Factors

MSS: Total Mean Satisfaction Score

i : Attributes of cooperative service i

#### 4) Determining the Customer Satisfaction Index

The consumer satisfaction index can be calculated as follows:

$$CSI = \frac{\sum_{i=1}^p WSi}{n} \times 100\%$$

Where :

WSi : Total Weight Score

P : Number of importance attributes

I : Attributes of the i cooperative service

n : Highest Scale in Research

Based on the above scale range, the respondent satisfaction scale is obtained in table 1, as follows:

Table1. Range of respondent satisfaction scale

Scale Range	atisfaction Category
0.00-0.25	Very Dissatisfied
0.26-0.50	Not satisfied
0.51-0.75	Satisfied
0.76-1.00	Very satisfied

Source: Rizkihanny Eka Satria (2013)

### 3. Results and Discussion

#### Surya Adi KUD Overview

Surya Adi Village Unit Cooperative (KUD) was established on March 10, 1992, Surya Adi



Village Unit Cooperative is an institution based on kinship with the aim of the welfare of members. On this basis, in 1992 a business entity was established named Waserda KUD Surya Adi with a legal entity Number 0035/BH/PAD/KWK-6/111/1996. Along with the development of Surya Adi Village, which is an oil palm plasma plantation area, in 2000 it was agreed to change to the Surya Adi Village Unit Cooperative (KUD), so that its business activities changed. With this, the amendment of the legal entity No. 0035b/BH/VII.5/PAD/D.PPK/VIII/2009, this cooperative consists of 1092 members and the total area of plantations owned by farmers belonging to KUD Surya Adi is 2,170 hectares.

The establishment of KUD Surya Adi made plantation owners in Suya Adi Village feel very helpful and joined in the membership of KUD Surya Adi, in their activities of helping farmers, KUD Surya Adi provided services, such as capital assistance, savings and loans, production facilities and infrastructure, but in 2012 KUD Surya Adi no longer holds savings and loans due to forming a new business institution, namely KSP Adi Tirta, which is now working with KUD Surya Adi, KUD Surya Adi has a rolean institution that provides services for production facilities (fertilizers and herbicides), marketing and transporting FFB as well as working partners with farmers with the aim of establishing the Surya Adi KUD to improve the welfare and standard of living of members in particular and become a people's economic movement and participate in building the national economic order.

### **Overview of Plasma Oil Palm Farming in Surya Adi Village, Mesuji District, OKI Regency**

Plasma farmers in Surya Adi Village, Mesuji District are partners of PT. Sampoerna Agro with connecting institutions is KUD Surya Adi, KUD Surya Adi in partnership with PT. Sampoerna Agro since 1995 until now. Oil palm plant maintenance activities starting from fertilization and spraying are coordinated directly by KUD Surya Adi with direct supervision of PT. Sampoerna Agro, however, harvesting and maintenance activities are carried out by farmers or hire farm laborers.

The plasma farmers who are members of KUD Surya Adi have received RSPO (Roundtable on Sustainable Palm Oil) certification with the help of PT. Sampoerna Agro as the core company. As for the benefits of farmers implementing the RSPO system, namely with one management, maintenance activities such as fertilization and spraying are coordinated directly by KUD Surya Adi with the help of the core company so that oil palm plant maintenance activities can run well. Plasma farmers in Surya Adi Village, Mesuji District are partners of PT. Sampoerna Agro with connecting institutions is KUD Surya Adi, KUD Surya Adi in partnership with PT. Sampoerna Agro since 1995 until now. Oil palm plant maintenance activities starting from fertilization and spraying are coordinated directly by KUD Surya Adi with direct supervision of PT. Sampoerna Agro, however, harvesting and maintenance activities are carried out by farmers or hire farm laborers.

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directly by KUD Surya Adi with the help of the core company so that oil palm plant maintenance activities can run well.

### The level of member satisfaction with the service performance of KUD Surya Adi in helping oil palm farmers in Mesuji District, OKI Regency

It can be seen that the service performance provided by KUD Surya Adi to its members obtained an average score of importance from each distribution on the attribute, and the average score of the performance of each distribution on the attribute, as well as the level of conformity to the distribution on the attribute. Then we get each distribution on these attributes, in a Cartesian diagram, where this diagram is divided into 4 quadrants that show the quality of service performance of KUD Surya Adi. From the results of the calculation of quadrant I (Main Priority), Quadrant II (Maintain Achievement), Quadrant III (Low Priority), and Quadrant IV (Excessive). The results of the calculation of the distributions for each service performance attribute at KUD Surya Adi using the IPA method can be seen in table 2 below:

Table 2. Calculation Results of Importance Performance Analysis (IPA) Method

Code	Attribute	$\bar{X}$ Level of Interest or Expectation	$\bar{X}$ Performance Perception	Conformity Level %
<b>a. Physical Evidence (Tangible)</b>				
1.	A good location or place for cooperatives that is easily accessible to members	4.37	4.31	98.73
2.	Cooperatives provide certain facilities and infrastructure to support production and increase income for their members	4.46	4.15	92.95
3.	Equipment for cooperative facilities such as vehicles and heavy equipment to support the productivity of oil palm farmers	4.37	4.06	92.80
4.	Neatness, uniforms for the management and cleanliness of Surya Adi's KUD room	4.26	3.59	84.35
5.	Information media available in the Cooperative	4.33	3.67	84.62
	Average	4.36	3.95	
<b>b. Reliability (Reliability)</b>				
2.	Ease in the registration process to become a new member	4.35	3.76	86.38
3.	Management and employees have a polite attitude in serving members	4.37	3.76	86.02
4.	Management and employees are quick to respond in serving farmers/members	4.39	3.74	85.23
5.	Availability of inputs in cooperatives such as production facilities	4.61	3.80	86.25
6.	Cooperatives run business units in accordance with the needs of members	4.46	3.81	85.48
7.	Members are reminded in terms of deposit payments (mandatory, principal, voluntary)	4.44	3.80	85.42
8.	The types of services provided by KUD meet the	4.54	3.89	85.71

	needs of members			
9	Cooperatives cooperate with other parties to improve services to members (banks, savings and loan cooperatives)	4.46	3.72	83.40
	Average	4.43	3.78	
<b>c.</b>	<b>Responsiveness (Resposivenees)</b>			
1	Cooperative management has adequate and responsive skills in providing services and managing cooperatives	4.19	3.59	85.84
2	Timeliness in providing service is quite good (right)	4.07	3.52	86.36
3	Responsiveness of management and employees prioritizing the best interests of members	4.06	3.52	86.76
4	Quick response made and management in doing service	4.04	3.69	91.28
	Average	4.09	3.58	
<b>d.</b>	<b>Guarantee and Assurance (Assurance)</b>			
1	Members get a report on the use of the cooperative's finances in the RAT	4.13	3.78	91.48
2	The honesty of the cooperative management	4.06	3.74	96.65
3	Members have the same voting rights in determining cooperative policies	3.83	3.83	101.47
4	Members have the right to remind the management if the administrator makes a mistake	3.74	3.76	100,50
5	Regularity of meetings between members and administrators	3.50	3.72	106.35
	Average	3.85	3.78	
<b>e.</b>	<b>Giving Attention ( Empathy )</b>			
1	The friendliness of the management in serving members	3.74	3.56	95.05
2	Speed and patience in responding to member complaints	3.70	3.50	94.50
3	Cooperatives provide education and training for their managers	3.61	3.50	96.92
4	Cooperative cooperation with savings and loan cooperatives that provide benefits to members	3.67	3.48	94.95
5	The cooperative is involved in social events in Surya Adi Village	3.39	3.28	96.72
6	Cooperatives have a special budget for community activities	3.35	3.20	95.58
	Average	3.58	3.42	

Based on the results of the calculation of service performance in table 2 above, the distribution that has good performance according to the respondents is distribution 1, namely the location or place of the cooperative that is good and easily accessible to members. This can be seen from the average performance which gets the highest score, which is 4.31 and has a level of conformity 85.48%. This means that the location or place of the Cooperative is good and easily accessible to members of KUD Surya Adi. In other words, for members the location or place of the Cooperative is good and easy for members to reach. Meanwhile, the

distribution with the lowest performance value is distribution 29, which means that cooperatives have a special budget for community activities. This can be seen from the average performance which got the lowest score of 3.20. In other words, it is considered good enough by the respondents but needs to be improved.

Judging from the level of importance based on table 2 above, the most important distribution according to the respondents is distribution 10, namely the availability of inputs in cooperatives such as production facilities. The facilities contained in the Surya Adi KUD such as trucks, gliders, compactors, jonders and fertilizers provided by Surya Adi KUD in order to increase the mobility and productivity of farmers or members of the Surya Adi KUD. The level of conformity to this distribution is 86.25%, and the distribution that has a very low importance value according to the respondents is a distribution of 29, namely cooperatives have a special budget for community activities, although this distribution has a low importance value but also in its performance it must be implemented properly.

The results of the calculation of the level of importance or expectations and perceptions of performance obtained information on the extent to which service performance has met the expectations of respondents and what respondents feel is good using a Cartesian diagram, it can be seen the distribution of each attribute in Quadrant I, Quadrant II, Quadrant III, and Quadrant IV. For more details, it can be seen in the Cartesian diagram of the level of importance or expectation and the level of perception of the performance of the following KUD service attributes:

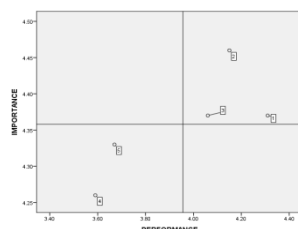


Figure 2. *Importance Performance Analysis Matrix* Physical Evidence (Tangible).

Source: Primary Data Processed Results, 2021.

Information:

a. Quadrant I (Top Priority)

There is no distribution that enters Quadrant I on the attribute of physical evidence (Tangible)

b. Quadrant II (Maintain Achievement)

Point 1: Distribution 1, which is the attribute of physical evidence (tangible), good location or temp of the Cooperative and easily accessible to members.

Point 2: Distribution 2, namely the attribute of physical evidence (tangible), cooperatives provide certain facilities and infrastructure to support production and increase income for their members.

Point 3: Distribution 3, namely, the attribute of physical evidence (tangible), equipment

for cooperative facilities such as vehicles and heavy equipment to support the productivity of oil palm farmers.

c. Quadrant III (Low Priority)

Point 4: Distribution of 4, namely the attributes of physical evidence (tangible), neatness, uniform management and cleanliness of Surya Adi's KUD room.

Point 5: Distribution 5, namely the attribute of physical evidence (Tangible), available information media in the Cooperative.

d. Quadrant IV (Excess)

There is no distribution that falls into Quadrant IV on the attribute of physical evidence (Tangible).

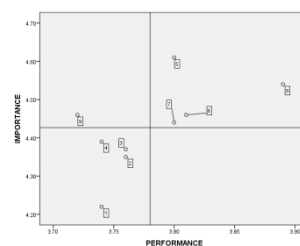


Figure 3. *Importance Performance Analysis Matrix Reliability (Reliability)*

Source: Primary Data Processed Results, 2021.

Information:

a. Quadrant I (Top Priority)

Point 9: Distribution of 9, namely the reliability attribute (Reliability), none distinction (discrimination) in membership, based on: Gender, Religion, Ethnicity, Race, Group, Social, Education Quadrant

b. Quadrant II (Maintain Achievement)

Point 5: Distribution of 5, namely the reliability attribute, the availability of inputs in cooperatives such as production facilities

Point 6: Distribution of 6, namely the attribute of reliability (Reliability), cooperatives run business units that are in accordance with the needs of members

Point 7: Distribution 7, namely the attribute of reliability (Reliability), members are reminded in terms of payment of deposits (Mandatory, Principal, Voluntary).

Point 8: Distribution of 8, namely the attribute of reliability (Reliability), cooperatives cooperate with other parties to improve services to members (Banking, Savings and Loans Cooperatives).

c. Quadrant III (Low Priority)

Point 1: Distribution 1, namely the attribute of reliability (Reliability), ease of use registration process to become a new member.

Point 2: Distribution 2, namely the attribute of reliability (Reliability), administrators and employees have a polite attitude in serving.

Point 3: Distribution 3, namely the attribute of reliability (Reliability), administrators and employees are quick to respond in serving farmers or members

Point 4: Distribution 4, namely the attribute of reliability (Reliability), there is no difference (discrimination) in membership, based on: Gender, Religion, Ethnicity, Race, Group, Social, Education.

d. Quadrant IV (Excess)

There is no distribution that goes into Quadrant IV on the attribute reliability (Reliability).

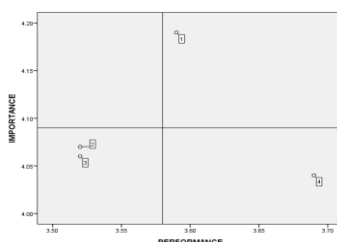


Figure 4. Importance Performance Analysis Matrix Response (responsiveness)

Source: Primary Data Processed Results, 2021.

Information:

a. Quadrant I (Top Priority)

There is no distribution that enters Quadrant I on the responsiveness attribute.

b. Quadrant II (Maintain Achievement)

Point 1: Distribution 1, namely the responsiveness attribute, management Koperations have adequate and responsive skills in providing services and managing cooperatives.

c. Quadrant III (Low Priority)

Point 2: Distribution 2, namely the responsiveness attribute, accuracy time in providing a fairly good (correct) service.

Point 3: Distribution 3, namely the responsiveness attribute, responsiveness of the management and employees prioritizing interests best member.

d. Quadrant IV (Excess)

Point 4: Distribution 4, namely the responsiveness attribute, the fast response that is carried out and the management in carrying out services.

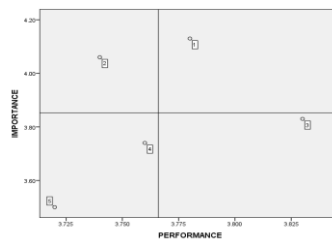


Figure 5. Importance Performance Analysis Matrix Assurance and Assurance (Assurance)

Source: Primary Data Processed Results, 2021.

Information:

a. Quadrant I (Top Priority)

Point 2: Distribution 2, namely the attributes of assurance and certainty (Assurance), honesty of the cooperative management.

b. Quadrant II (Maintain Achievement)

Point 1: Distribution 1, namely the Assurance and Assurance attribute, members get a report on the use of cooperative finance in the RAT.

c. Quadrant III (Low Priority)

Point 4: Distribution 4, namely the attribute of assurance and certainty (Assurance), members have the right to remind the management if the management make a mistake

d. Quadrant IV (Excess)

Point 3: Distribution 3, namely the attribute of assurance and certainty (Assurance), members have the same voting rights in determining Cooperative policies.

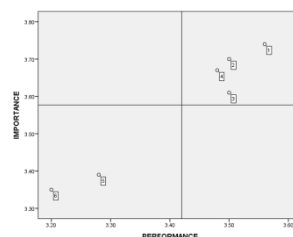


Figure 6. Importance Performance Analysis Matrix Give attention (*Empathy*)

Source: Primary Data Processed Results, 2021.

Information:

a. Quadrant I (Top Priority)

There is no distribution that goes into Quadrant I on the attribute giving attention (*Empathy*)

b. Quadrant II (Maintain Achievement)

Point 1: Distribution 1, which is the attribute of giving attention (*Empathy*) to the friendliness of the management in serving members.



Point 2: Distribution 2, namely the attribute of giving attention (Empathy), speed and patience in responding to member complaints.

Point 3: Distribution 3, namely the attribute of giving attention (Empathy), cooperatives provide education and training for their administrators.

Point 4: Distribution 4, namely the attribute giving attention (*Empathy*), Cooperative Cooperation with Savings and Loan Cooperatives provide benefits to members.

c. Quadrant III (Low Priority)

Point 5: Distribution of 5, namely the attribute of giving attention (Empathy), Cooperative involved in social events in Surya Adi Village.

Point 6: Distribution of 6, namely the attribute giving attention (*Empathy*), Cooperative has a budget specifically for community activities.

d. Quadrant IV (Excess)

There is no distribution that enters Quadrant IV on the attribute of giving attention (Empathy).

The calculation of the level of conformity between the assessment of the level of interest or expectation and the perception of performance on the service performance of KUD Surya Adi, is a form of assessment that becomes a decision to make improvements. The benchmark for the decision-making limit is 88.13%, which is the average value of the level of conformity of all distributions in the attribute. The basis for the decision is as follows:

1. If  $TK < 88.13\%$ , then corrective action is taken (A)

2. If  $TK > 88.13\%$ , then an effort is made to hold (H)

Based on the calculation of the level of conformity, Surya Adi's KUD service performance that must be improved and maintained can be seen in table 3 below:

Table 3. Hold and Action Decisions on the level of conformity of Surya Adi's KUD service performance.

Code	Attribute	Conformity Rate (%)	Decision (H&A)
<b>a.</b>	<b>Physical Evidence (Tangible)</b>		
1	A good location or place for cooperatives that is easily accessible to members	98.73	H
2	Cooperatives provide certain facilities and infrastructure to support production and increase income for their members	92.95	H
3	Equipment for cooperative facilities such as vehicles and heavy equipment to support the productivity of oil palm farmers	92.80	H
4	Neatness, uniforms for the management and cleanliness of Surya Adi's KUD room	84.35	A
5	Information media available in the Cooperative	84.62	A
<b>b.</b>	<b>Reliability (Reliability)</b>		
1	Ease in the registration process to become a new member	88.60	H
2	Ease in the registration process to become a new member	86.38	A
3	Management and employees have a polite attitude in serving members	86.02	A

4	Management and employees are quick to respond in serving farmers/members	85.23	A
5	Availability of inputs in cooperatives such as production facilities	86.25	A
6	Cooperatives run business units in accordance with the needs of members	85.48	A
7	Members are reminded in terms of deposit payments (mandatory, principal, voluntary)	85.42	A
8	The types of services provided by KUD meet the needs of members	85.71	A
9	Cooperatives cooperate with other parties to improve services to members (banks, savings and loan cooperatives)	83.40	A
<b>c. Responsiveness (Resposivenees)</b>			
1	Cooperative management has adequate and responsive skills in providing services and managing cooperatives	85.84	A
2	Punctuality in providing service is quite good	86.36	A
3	Responsiveness of management and employees prioritizing the best interests of members	86.76	A
4	Quick response made and management in doing service	91.28	H
<b>d. Guarantee and Assurance (Assurance)</b>			
1	Members get a report on the use of the cooperative's finances in the RAT	91.48	H
2	The honesty of the cooperative management	96.65	H
3	Members have equal voting rights in cooperative policy stipulation	101.47	H
4	Members have the right to remind the management if the administrator makes a mistake	100,50	H
5	Regularity of meetings between members and administrators	106.35	H
<b>e. Giving Attention ( Empathy )</b>			
1	The friendliness of the management in serving members	95.05	H
2	Speed and patience in responding to member complaints	94.50	H
3	Cooperatives provide education and training for their managers	96.92	H
4	Cooperative cooperation with savings and loan cooperatives that provide benefits to members	94.95	H
5	The cooperative is involved in social events in Surya Adi Village	96.72	H
6	Cooperatives have a special budget for community activities	95.58	H

Source: Processed Results of Primary Data, 2021.

Based on the results of data processing, it can be seen the results of the average value of each attribute of importance or expectation and the average value of each attribute of perceived performance. This level of satisfaction is used to see member satisfaction as a whole. The measurement of the level of member satisfaction in this study uses the Customer Satisfaction Index (CSI) method. In this study, the level of member satisfaction carried out on 54 respondents got a CSI result of 0.74 which means that respondents are satisfied with the services and efforts of KUD Surya Adi. This indicates that members of KUD Surya Adi are satisfied with the performance of the management. However, even though the members are satisfied with the performance of the services provided, KUD Surya Adi must always pay attention to service and continue to improve it. To see the results of the analysis of the calculation of satisfaction with the CSI method, it will be explained in the following table:

Table 4. Results of the calculation of the Customer Satisfaction Index (CSI) method.

No	Attribute	Mean Satisfaction Score (MSS)	Mean Importance Score (MIS)	Weight Factor (WF)	Weight Score (WS)
<b>a. Physical Evidence (Tangible)</b>					
1	1	4.31	4.37	3.69	15.91
2	2	4.15	4.46	3.76	15.62
3	3	4.06	4.37	3.69	14.95
4	4	3.59	4.26	3.59	12.91
5	5	3.67	4.33	3.66	13.40
<b>b. Reliability (Reliability)</b>					
6	1	3.74	4.22	3.56	13.32
7	2	3.76	4.35	3.67	13.80
8	3	3.76	4.37	3.69	13.86
9	4	3.74	4.39	3.70	13.85
10	5	3.80	4.61	3.89	14.77
11	6	3.81	4.46	3.76	14.36
12	7	3.80	4.44	3.75	14.23
13	8	3.89	4.54	3.83	14.88
14	9	3.72	4.46	3.76	14.01
<b>c. Responsiveness (Responsiveness)</b>					
15	1	3.59	4.19	3.53	12.68
16	2	3.52	4.07	3.44	12.09
17	3	3.52	4.06	3.42	12.04
18	4	3.69	4.04	3.41	12.55
<b>d. Guarantee and Assurance (Assurance)</b>					
19	1	3.78	4.13	3.48	13.16
20	2	3.74	4.06	3.42	12.79
21	3	3.83	3.85	3.25	12.45
22	4	3.76	3.74	3.16	11.86
23	5	3.72	3.50	2.95	10.99
<b>e. Give attention (Empathy)</b>					
24	1	3.56	3.74	3.16	11.22
25	2	3.50	3.70	3.12	10.93
26	3	3.50	3.61	3.05	10.66
27	4	3.48	3.67	3.09	10.77
28	5	3.28	3.39	2.86	9.37
29	6	3.20	3.35	2.83	9.06
	Total	118.54	107.46	100.00	371.90

$$CSI = \frac{371,90}{5} \times 100\% = 0,74$$

Source: Processed Results of Primary Data, 2021.

The calculation results in table 4 show that the level of member satisfaction on the distribution of service quality of KUD Surya Adi is 0.74. This means that overall members are satisfied with the performance of the services provided. However, the satisfaction of members of each distribution has not been distributed evenly. This means that most of the implementation of Surya Adi's KUD service distribution has not been able to meet the expectations of members. When viewed from the size of the member satisfaction index, Surya Adi KUD must maintain what has been given to members and continue to improve its performance to achieve better member satisfaction than before.

Based on the results of the study, the level of satisfaction of the Customer Satisfaction Index.

In this case, KUD Surya Adi daam providing services to its members is considered satisfactory with a CSI value of 0.74. Looking at these criteria CSI is in the interval 0.51-0.75. This means that overall KUD Surya Adi members are satisfied with the services provided. From these results, there are several attributes that are still considered to have not produced satisfactory values, such as cooperatives that have a special budget for community activities, respondents' assessment of this attribute obtained the average value of the level of importance or expectations and the lowest performance perception.

Surya Adi KUD in maximizing its performance must provide policies and solutions in the form of training to each cooperative manager to add insight and also there are several attributes that must be maintained by cooperatives, such as distribution Cooperatives provide certain facilities and infrastructure to support production and increase income for their members. The facilities and infrastructure provided by KUD Surya Adi will certainly support the productivity of farmers. Management and employees have a polite attitude in serving members, because the attitude given by the management towards serving its members must be maintained in order to make members remain comfortable with the services provided by KUD Surya Adi, satisfaction will be able to create a harmonious relationship between members and management (Tjiptono, 2008).

#### **4. Conclusions**

Based on the results of the study, the following conclusions can be drawn:

The level of member satisfaction with the services and efforts provided by KUD Surya Adi, is in to the satisfied criteria. The service performance carried out by KUD Surya on each attribute has a distribution that must be maintained, in the physical evidence attribute (Tangible) 3 distribution, namely the location or place of the cooperative which is good and easily accessible to members, the cooperative provides certain facilities and infrastructure to support production and increase income. for its members, and equipment for cooperative facilities such as vehicles and heavy equipment to support the productivity of oil palm farmers. on the attribute of reliability (Reliability) 4 distribution, namely inputs in cooperatives such as production facilities, cooperatives run business units according to the needs of members, members are reminded in terms of payment of deposits (Mandatory, Principal, Voluntary), and cooperatives cooperate with other parties to improve services to members (Banking, Saving and loan cooperative). attribute responsiveness (responsiveness) 1 distribution, namely the management of cooperatives has adequate and responsive skills in providing services and managing cooperatives. Attributes of guarantee and certainty (Assurance) 1 distribution, namely members get a report on the use of the cooperative's finances in the RAT. As well as the attributes of giving attention (Emphaty) 4 sebran, namely the friendliness of the management in serving members, speed and patience in responding to member complaints, cooperatives providing education and training for their administrators, cooperative cooperation with savings and loan cooperatives that provide benefits to members. and which distribution is the main priority that must be addressed for each attribute, on the reliability attribute 1 distribution, namely the reliability attribute.

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