COFFEE FARMERS SATISFACTION ANALYSIS OF THE SEROKA JOINT MARKETING GROUP IN TIGADIHAJI DISTRICT, SOUTH OKU REGENCY

By
Masnadi[1], Fifian Permata Sari[2], Rini Efrianti[3]
[1]Postgraduate of Agricultural Economic, Baturaja University
[2,3]Department of Agricultural Economic, Lecturer of Baturaja University
Email: [1]masnadi02@gmail.com, [2]fifianpermatasari@gmail.com, [3]riniallianz@gmail.com

Article Info	ABSTRACT
	This study aims to determine the level of satisfaction of robusta coffee farmers (Coffea robusta) in the joint marketing group (KPB Seroka) in TigaDihaji District, South OKU Regency. This study uses a quantitative descriptive method which will describe the condition of farmers. when conducting research by analyzing the income and satisfaction of robusta coffee farmers. The sample was taken by means of purposive sampling by means of direct interviews with members of the joint marketing group (KPB) which was seen in the marketing activities of robusta coffee as many as 77 heads of families of robusta coffee farmers (coffearobusta) at the research location. This research takes place from December 2021 to January 2022 and is located in TigaDihaji District, South OKU Regency. The data collected was analyzed to determine the satisfaction of farmers at KPB Seroka. The results showed that the level of satisfaction of KPB member farmers were quite satisfied with the services of the joint marketing group management.
Corresponding Author: Fifian Permata Sari Department of Agricultural Economic Baturaja University, Ki Ratu Penghulu 02301 Baturaja OKU Regency South Sumatra Province Email: fifianpermatasari@gmail.com	

1. INTRODUCTION

Indonesia is part of a very fertile planet earth, good soil, abundant rain and beautiful sun as an agricultural country with a tropical climate, several plantation crops that grow enliven the agricultural commodity market, one of which is coffee, whose presence is highly considered in local and international markets. , where this commodity is considered to be able to increase state income and become a source of livelihood for millions of people, both individually and in companies who benefit from the coffee business upstream and downstream. Coffee plants are plants originating from Africa and South Asia, including the rubiaceae family with a height of up to 5 meters. The coffee plant has a leaf length of 5-10 cm and a leaf width of 5 cm with white coffee flowers and oval-shaped coffee cherries with yellow-black green color. Coffee beans are ready to be picked when they are 7 to 9 months old (Haryanto 2019).

Coffee is one of the sub-sectors in agriculture which is mostly grown in Indonesia and is one of the plantation products which is an important export commodity. Although it is said to be the 4th largest coffee exporter, in fact in Indonesia there are still several problems related to the low productivity of coffee. The largest coffee-producing countries in the world are, Brazil with a total production of 2.62 million tons a year, Vietnam with a total production of 1.65 million tons a year, Colombia with a total production of 810 thousand tons a year, Indonesia with a total production of 660 thousand tons a year and Ethiopia with a total production of 384 thousand tons a year.

1110

International Journal of Social Science (IJSS)
Vol.2 Issue.1 June 2022, pp: 1109-1114
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

....

Indonesian coffee has the right to be taken into account because it is ranked fourth in the world. In Indonesia, South Sumatra Province is the province that ranks first, followed by Lampung, North Sumatra and Aceh with total production in 2020 of 199,324tons, South Sumatra110,291 tons, Lampung 72,922 tons, and Aceh 71,735 tons. South OKU Regency is ranked eight of any others regency ini South Sumatera with the coffee production 49, 458 tons in 2020.

Table 1. Coffee production of South Sumatera Province

	Regency	Coffee production (thousand ton)		
		2018	**2019**	**2020**
1	Ogan Komering Ulu	15812.00	15812.00	20709.00
2	Ogan Komering Ilir	347.00	335.00	331.00
3	Muara Enim	25623.00	26038.00	26309.00
4	Lahat	21601.00	18625.00	21600.00
5	Musi Rawas	2585.00	2539.00	2629.00
6	Musi Banyuasin	5.00	2.00	-
7	Banyuasin	724.00	724.00	724.00
8	Ogan Komering Ulu Selatan	48523.00	49180.00	49458.00
9	Ogan Komering Ulu Timur	2098.00	2042.00	2042.00
10	Ogan Ilir	-	-	-
11	Empat Lawang	44841.00	53592.00	53592.00
12	Pali	-	-	-
13	Musi Rawas Utara	180.00	184.00	184.00
14	Palembang	-	-	-
15	Prabumulih	-	-	-
16	Pagar Alam	21459.00	11500.00	12782.00
17	Lubuk Linggau	368.00	721.00	721.00
18	Sumatera Selatan	184166.00	181294.00	191081.00

Source: Plantation Office of South Sumatra Province (2021)

South OKU Regency was ranked first after EmpatLawang Regency. This makes coffee commodity a priority commodity that must be continuously developed in South OKU Regency, especially related to coffee quality standards. The length of the coffee distribution channel and the coffee trading chain at the local level will affect the selling value obtained by coffee farmers. The better the quality standards owned, the higher the price that can be achieved by coffee farmers. This makes coffee farmers continue to strive to develop agribusiness which can be pursued by a pattern of cooperation (partnership) between agribusiness actors and farmers. It is hoped that with the partnership, coffee farmers will be more focused on cultivation issues and their understanding of good coffee quality standards, so that the income received by farmers will be higher.

Currently, in South OKU Regency, there is already a partnership pattern with KBP Seroka where its existence is not only assisting farmers in cultivation, but also in processing coffee in accordance with world coffee quality standards. The existence of KBP Seroka as a partner for coffee farmers in South OKU Regency is expected to improve coffee quality standards so as to increase the income of South OKU coffee farmers. All efforts continue to be made to develop coffee farming considering that coffee commodity is a farm that is the main farming business in South OKU Regency. In this regard, it is interesting to study further on the analysis of coffee farmers' satisfaction with the KBP Seroka partnership in South OKU Regency.

2. RESEARCH METHOD

This research was conducted in South OKU Regency, in TigaDihaji District. The location determination was determined intentionally considering that South OKU Regency is currently the Regency that produces the highest coffee production compared to other Regencies. The research was carried out in December 2021 until it was completed. The method used in this research is case study method. According to Mulyana (2018), the case study

....

....

method is a method that describes a thorough explanation of aspects of an individual, a group, an organization so that in this research the researcher must process as much data as possible about the subject under study (Mulyana, 2018).

The sampling method used in this study is the simple random sampling method. Random sampling is a type of probability sampling where everyone in the entire target population has an equal chance of being selected. The sample is chosen at random which is intended to be an unbiased representation of the total population. With a population of 350 coffee farmers who are members of a partnership with KPB SEROKA with a land area homogeneity indicator of 1 Ha using the Slovin formula :

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{350}{1 + 350x10\%}$$

$$n = 77$$

Processing of data using descriptive qualitative analysis using a linkert table calculated the level of farmer satisfaction with the partnership sought by the coffee farmer's satisfaction equation with the KPB SEROKA Producer Cooperative. The analytical tool used in this research is the IPA (Importance Performance Analysis) method. This method is an application technique to measure the attributes of the level of importance (importance) and the level of performance (performance).

The level of importance is how important a service attribute is assessed by coffee farmers. The level of performance is used to assess how much performance attributes have been felt by coffee farmers. The determination of the attributes that are assessed in this study is based on the provisions regarding the rights and obligations contained in the partnership contract, preliminary interviews with the company, and literature study, each statement attribute is given a scale of 1 to 4. The four levels of importance and performance are given weights, which can be seen in table 2 below:

Table2. Level of interest and performance

Score	Level of interest	Level of performance
1	Very unimportant	Very satisfying
2	Not important	Not satisfying
3	Important	Satisfying
4	Very important	Very satisfying

To find out an attribute is said to be important or not important by the respondent, a scale range is needed (Martilah, 2007). The formula to find out the scale range of importance and level of performance is:

$$\text{Score of total area} = \frac{level\ of\ importance\ x\ number\ of\ responses}{100}\ x\ score$$

Class division based on the level of importance and performance level of the partnership attributes as follows:

        32-55 : Very unimportant / Very dissatisfied
        56-79 : Not important/not satisfied
        80-104 : Important/Satisfied
        104 and above : Very important/very satisfied

....

1112

International Journal of Social Science (IJSS)
Vol.2 Issue.1 June 2022, pp: 1109-1114
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

....

Comparison of the assessment of the level of importance and performance results in a calculation of the level of conformity between the level of importance and the level of performance. This level of conformity indicates the level of satisfaction with the performance of the product or service produced. The formula for the level of suitability of the respondents used is:

$$Tki = \frac{Xi}{Yi} \, x100\%$$

Information:
  TKI : respondent's level of conformity
  Xi : partnership attribute performance appraisal score
  Yi : score of importance assessment on each attribute of partnership implementation

By criteria:
  Tki< 100% : attribute performance has not met farmer satisfaction
  Tki> 100% : attribute performance has met farmer satisfaction

3. RESULTS AND ANALYSIS

The results showed that there were five criteria for farmer satisfaction from the results of the partnership with KPB Seroka. The results of the analysis are shown in Table 3 below:

Table 3. Income Satisfaction Level in One Year

Satisfaction level	Score (xi)	Frequency (fi)	Amount (fi.xi)
Very dissatisfied	1	4	4
Less satisfied	2	22	44
Quitesatisfied	3	33	99
Satisfied	4	11	44
Very satisfied	5	7	35
Mean			2,93
Satisfaction level			Quitesatisfied

Table 3 shows that the level of farmer satisfaction with coffee income in one year is quite satisfied, this is because income is inversely proportional to expenditure. Expenditure is greater than farmer's income in one year. This is what causes farmers to be smarter in managing coffee fields with an intercropping system. Example: in the respondent's area, farmers choose to plant agricultural crops in one coffee field to increase the cost of the income.

Table 3. Satisfaction Level of Partnering with Joint Marketing Group

Satisfaction Level of Partnering	Score (xi)	Frequency (fi)	Amount (fi.xi)
Very dissatisfied	1	0	0
Less satisfied	2	5	44
Quitesatisfied	3	25	99
Satisfied	4	46	44
Very satisfied	5	1	35
Mean			2,88
Satisfaction levelQuitesatisfied			

Table 4 below shows that the level of satisfaction of farmers in partnering with the joint marketing group in the classification is quite satisfied. This is because KPB helps farmers a lot in terms of capital management, coffee marketing, hospitality and price information in accordance with coffee quality standards.

Table 4. Level of Importance and Usefulness of Partnering with Joint Marketing Groups

....

....

Tingkat Kepuasan Reponden	Score (xi)	Frequency(fi)	Amount (fi.xi)
Very dissatisfied	1	1	1
Less satisfied	2	3	6
Quitesatisfied	3	3	9
Satisfied	4	57	228
Very satisfied	5	13	65
Mean			4,06
Satisfaction level			satisfied

In table 5, the level of importance and usefulness of partnering with CDE in the classification is satisfied. Between farmers and KPB mutually benefit each other, satisfaction with coffee prices and coffee quality is maintained in accordance with KPB's interests, this can be seen from the number of respondents at a satisfaction level of 57 respondents answered satisfied.

Table 5. Service Satisfaction Level of Joint Marketing Group Performance

Satisfaction Level of Partnering	Score (xi)	Frequency (fi)	Amount (fi.xi)
Very dissatisfied	1	1	1
Less satisfied	2	3	6
Quitesatisfied	3	3	9
Satisfied	4	57	228
Very satisfied	5	13	65
Mean			2,88
Satisfaction level			Satisfied

In table 6, the level of service satisfaction of the marketing group's performance together shows the classification of the level of satisfied satisfaction. KPB's services to farmers have been satisfactory, all information is open about the basic price of coffee, coffee quality, and the amount of market demand. KPB's performance is very interactive or picks up the ball, so farmers no longer deposit independently to KPB's warehouse.

Table 6. Satisfaction with Expenditures in One Year

Satisfaction Level of Partnering	Score (xi)	Frequency (fi)	Amount (fi.xi)
Very dissatisfied	1	5	5
Less satisfied	2	10	20
Quitesatisfied	3	20	60
Satisfied	4	25	100
Very satisfied	5	17	85
Mean			3,50
Satisfaction level			Satisfied

....

1114

International Journal of Social Science (IJSS)
Vol.2 Issue.1 June 2022, pp: 1109-1114
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)
....

Table 6 shows the level of farmer satisfaction with the expenditure of coffee farmers' needs in one year, this is because farmers feel that all coffee plant needs to support coffee needs, fertilizers, pesticides, labor, agricultural tools are met in one year.

4. CONCLUSION

The results of the analysis above show that the level of income satisfaction for coffee farmers in Tigadihaji District, South OKU Regency is quite satisfied, while the level of satisfaction with expenditure for one year is felt to be satisfied. The classification of the level of satisfaction of respondents with the partnership pattern, the level of importance and use of KPB and the work services of KPB is felt to be satisfied

From the results of the study, it is suggested to the Government that it is expected to continue to provide production input facilities and supervise the production cost subsidy policy for coffee farmers in Kuripan and Sukabumi Villages, Tigadihaji District, South OKU Regency. It is hoped that coffee farmers in Kuripan and Sukabumi Villages, Tigadihaji District, South OKU Regency will optimize the use of labor and the cost of quality and efficient pesticides as recommended, in order to maximize the workforce to obtain more effective Robusta coffee production and farm income.

REFERENCES

[1] AnggiFatmawati. (2017). Analisispendapatan dan polakemitraanpetaniGaharu Di Kecamatan Buay Madang Kabupaten OKU Timur. Tesis S-2. Universitas Sriwijaya. Palembang. TidakPublikasikan.
[2] Ahmad Zakaria. 2017. Strategi Pengembangan Usaha Tani Kopi Arabika (Kasus Pada Petani Kopi Di Desa SuntenjayaKecamatanLembangKabupaten Bandung Barat, ProvinsiJawa Barat). ITB Vol.16 No. 3
[3] Badan Pusat Statistik, (2020). TabelProduksiTanaman Kopi *http://sumsel.bps.go.id.html*
[4] Badan Pusat Statistik, (2020). Tabel Luas tanaman kopi OKU Selatan. *https://okuselatankab.bps.go.id/indicator/54/65/1/luas-tanaman-kopi-kabupaten-oku-selatan.ht*ml
[5] Cravens&David, (1998).PemasaranStrategisJilid3,Edisike-4.Jakarta. Erlangga.
[6] Daniel, Moehar. 2004. Pengantar Ekonomi Pertanian. Jakarta: PT. Raja Grafindo Pustaka
[7] Faishol, Mi. (2015). Pengaruh Harga Beli Tebu, KualitasLayanan Dan Reputasi Perusahaan Terhadap Keputusan PetaniUntukMenjual Tebu Di Pabrik Gula Rendeng Kudus. JurnalSainsPemasaran Indonesia. 17(2): 184-202.
[8] Gilarso,T.,(2004). PengantarIlmu Ekonomi Makro. EdisiRevisi. Yogyakarta:Kanisius.
[9] Ginting, Sepri (2019) AnalisisPendapatanUsahatani Kopi Arabika Dan Faktor – Faktor Yang Mempengaruhinya. FakultasPertanian Universitas Sumatera Utara Medan
[10] Holtiktura.(2021).Negara Penghasil Durian *https://hortikultura.sariagri.id/56036/5-negara-penghasil-kopi-terbesar-di-dunia-indonesia-nomor-berapa*
[11] Hafsah, Muhammad jafar. 1999. Kemitraanusahakonsepsi dan stategi. Pustaka sinarharapan. Jakarta
[12] Hutabarat, B. 2006. AnalisisSalingPengaruh Harga Kopi Indonesia dan Dunia. JurnalAgroEkonomi 24(1):95-113. Pusat AnalisisSosial Ekonomi dan KebijakanPertanian.BadanLitbangPertanian.DepartemenPertanian
[13] International Coffee Organization. (2016). Monthly Coffee Market Report. 13 September 2019, DapatDiakses Online Di Http://Www.Ico.Org.
[14] Mardikanto (2019). Pemberdayaan Masyarakat dalamPerspektifKebijakan Publik. Bandung: Alfabeta.
[15] Mawardi, S. 2008. Panduan Budidaya dan Pengolahan Kopi ArabikaGayo. Banda Aceh
[16] Moleong, Lj. (2018). MetodologiPenelitianKualitatif. Bandung: Pt RemajaRosdakarya Offset.
[17] Purnaya,IGustiKetut.,2016.EkonomidanBisnis.Yogyakarta:CV.AndiOffset(PenerbitAndi).
[18] Raharjo, Tri. 2018. PenguatanKelembagaanKoperasiProdusen Kopi Java PreangerDalamUpaya Meningkatkan Kinerja Bisnis Dan PendapatanPetani Kopi. Dharmakarya: JurnalAplikasiIpteksuntuk Masyarakat Vol. 7, No. 4, Desember 2018: 228 - 233 Issn 1410 - 5675
[19] Soetriono.(2017). DayaSaingAgribisnis Kopi Robusta: SebuahPerspektifEkonomi.Malang: Intimedia.
[20] Soekartawi.1993. Resiko dan ketidakpastianDalamAgribisnis. Teori dan aplikasi Raja GrafindoPersada. Jakarta.
[21] Soekartawi. 2002. AnalisisUsahatani. Jakarta : UI Press.
[22] Soekartawi. 2005. Prinsip Dasar Ekonomi PertanianTeori Dan Aplikasi. PT GrafindoPersada: Jakarta
[23] Sukirno, Sadono. 2002. Pengantar Teori Mikroekonomi. PT. Raja Grafindo Persada: Jakarta
[24] Sumantri, Mukyani.2004. Pendidikan Kecakapan Hidup (Life Skills). Jurnal Inovasi Kurikulum. Jakarta.
[25] Suratiyah, K. 2009. Ilmu Usahatani Edisi 3. Penebar Swadaya. Jakarta.
[26] Syusantie S Sairdama 2013, AnalisisPendapatanPetani Kopi Arabika (Coffea Arabica) Dan Margin Pemasaran di DistrikKamuKabupatenDogiyai

....