

ANALYSIS OF QUALITY LEVEL OF SERVICE UD. NATURAL BLESSINGS ON PARTNER COFFEE FARMERS SATISFACTION WITH SERVICE QUALITY METHOD

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ABSTRACT

Robusta coffee (*Robusta canephora*) dominates farming in Gangga District, North Lombok which has development potential to improve coffee quality, this is shown, that the Robusta coffee commodity in Gangga District has penetrated the export market with steady demand. Coffee farmers are in partnership with UD distributors. Berkah Alam, has a close relationship with the satisfaction of cooperation carried out to improve the welfare of its farmers. The purpose of this study was to analyze the satisfaction level of coffee farmers with the partnership activities with UD. Berkah Alam. The data collection was carried out using a census of 5 coffee farmers who entered into partnerships. The analysis tool used was the Service Quality method. The priority order that must be paid attention to by the management of UD Berkah Alam in carrying out the partnership, that is, starting with the tangibles dimension with a gap value of -0, 1, the Responsiveness dimension has a gap value of 0.2, the Empathy dimension has a gap value of 0.3, and the Reliability dimension is 0.4.

Keywords: Service Quality, Service Quality, Coffee, UD Berkah Alam

1. INTRODUCTION

One of the sub-sectors of the agriculture, forestry and fisheries sectors which has quite a large potential is the plantation sub-sector. The contribution of the plantation sub-sector to GDP is around 3.94 (Central Bureau of Statistics, 2021). This shows that the plantation sector is a sub-sector that provides raw materials for the industrial sector, absorbs labor, and generates foreign exchange.

Coffee is one of the plantation product commodities that has an important role in economic activity in Indonesia. Coffee is one of the main export commodities in Indonesia that is traded most legally. The Directorate General of Plantations places coffee as one of the mainstay and prospective export commodity targets. as well as encouraging the development of agro-industry in rural areas, in addition to palm oil, cocoa, tea and coconut commodities (Directorate General of Plantations, 2015). The export volume of Indonesian coffee was 380.17 thousand tons in 2021, an increase of 1.21% compared to the previous year of 375, 60 thousand tonnes with a coffee export value of US\$ 842.52 million. This figure increased by around 4.11% compared to 2020 which amounted to US\$ 809.20 million (Central Statistics Agency, 2022). The destinations for Indonesia's most coffee export countries are the United States, Egypt, Malaysia, Japan and Italy. Where the United States occupies the first position with a total export of 57,694 tons with a value of US \$ 202 million, followed by Egypt, Malaysia, Japan and Italy (Central Bureau of Statistics, 2021). Most of Indonesia carries out export activities of the Robusta coffee type (94%), and the rest is Arabica coffee (Kustiari, 2007).

West Nusa Tenggara Province has superior plantation commodities, one of which is coffee. Coffee that grows and develops includes Arabica and Robusta coffee. Production and area of robusta coffee in 2021 will still dominate coffee farming on Lombok Island with a total area of 8,336 ha and production reaching

5,462 tonnes (NTB Plantation Service, 2022). The following Table 1.1 shows Robusta coffee production in West Nusa Tenggara.

Table 1. Robusta Coffee Production in NTB in 2016-2021

No	Regency/City	Production (tone)					
		2016	2017	2018	2019	2020	2021
1	Mataram City	0,00	0,00	0,00	0,00	0,00	0,00
2	NorthLombok	678.80	699.55	710,00	724.8	736.24	737.13
3	West Lombok	355.13	349,59	355,13	359.08	361,70	362,24
4	Central Lombok	434.10	357.21	389.46	460.00	579.40	705.48
5	East Lombok	142.88	137.37	118.66	184.00	367.15	389.21
6	West Sumbawa	31.86	157.85	157.85	148.00	147.70	146.53
7	Sumbawa	1,278.57	1,961.16	1,865.46	1,978.00	1,978.20	1,979.94
8	Dompu	557.99	563.37	650.80	668.00	580.34	788.80
9	Bima	455.75	337.94	278.38	278.00	287.30	343.50
10	Kota Bima	0.22	0.34	0.35	0	3.25	5.25
West Nusa Tenggara		3,935.30	4,573.87	4,532.66	4,805	5,045	5,462

Source : West Nusa Tenggara Provincial Agriculture and Pllantation Service (2022)

Robusta coffee produced by coffee farmers in West Nusa Tenggara is an export commodity that has been recognized for its quality. This is evidenced by the export activities carried out by the Province of West Nusa Tenggara. This robusta coffee export activity was carried out by the NTB Provincial Government in collaboration with the Ministry of Agriculture and UD Berkah Alam as a distributor. robusta coffee. UD Berkah Alam has partnered with Gangga coffee farmers to supply Robusta coffee. The activities carried out by assisted farmers do not only distribute crop yields, but receive training and knowledge of increasing production capacity. Increasing production both in quality and quantity, increasing knowledge of appropriate cultivation and increasing business efficiency where previously there was a problem with coffee quality when upstream the farmers were still harvesting using a mixed harvest system even though the ideal harvest should be red coffee beans and after harvest the farmers are still doing haphazard drying.

The partnership carried out by UD Berkah Alam with the Gangga coffee farmers has a close relationship with the satisfaction of the cooperation carried out. If the perceived performance is below expectations, the coffee farmers are dissatisfied. If the perceived performance meets expectations, the coffee farmers are satisfied. If the perceived performance exceeds expectations, the coffee farmers are very satisfied or happy (Kolter, 1997).

. In running a partnership, one of the methods that can be used to assess coffee farmer satisfaction with UD Berkah Alam is the Servqual (Service Quality) method. The servqual method is used to compare the perceived value and the expected value can be known by comparing the customer's expectations for the service they actually receive (Budi Soetjipto, 1997).

The Servqual method is used here to find out the criteria for improving service quality based on the gap (gap) that occurs between perceptions and coffee farmer expectations. Satisfaction and service quality are analyzed by grouping the question attributes into five service dimensions criteria tangible, reliability, responsiveness, assurance, and empathy. The way to measure it is to measure how much the level of service is realized in the GAP value so that it is expected to provide a draft strategy in increasing partnership satisfaction. Improving overall performance with various decisions that are considered strategic and

implemented efficiently to achieve the objectives of the elements involved in the coffee supply chain. This study aims to analyze the level of satisfaction of coffee farmers with partnership activities with UD Berkah Alam in the form of The Servqual method is used here to find out the criteria for improving service quality based on the gap (gap) that occurs between perceptions and coffee farmer expectations. Satisfaction and service quality are analyzed by grouping the question attributes into five service dimensions criteria tangible, reliability, responsiveness, assurance, and empathy. The way to measure it is to measure how much the level of service is realized in the GAP value so that it is expected to provide a draft strategy in increasing partnership satisfaction. Improving overall performance with various decisions that are considered strategic and implemented efficiently to achieve the objectives of the elements involved in the coffee supply chain. This study aims to analyze the level of satisfaction of coffee farmers with partnership activities with UD Berkah Alam in the form of GAP values by comparing the perceived value and the value of coffee farmers' expectations of k partnership.

2. RESEARCH METHOD

This study used a descriptive method and collected data using a survey technique, namely direct interviews with partner farmers based on a list of questions. The research location was carried out in Gangga District, North Lombok Regency, which was determined purposively (purposive sampling). Respondents were determined by census. by taking a sample that makes all members of the population as samples, namely 5 people (Martono, 2010). The data period used in this study is one growing season, namely August-December 2020. Data analysis used the Servqual method to compare perceived values and expected values partner coffee farmers towards partnerships conducted by UD Berkah Alam which are divided into 5 Servqual dimensions namely tangible, reliability, assurance, responsiveness, and empathy by reviewing the opinions of partner coffee farmers.

The research variables were compiled using a questionnaire containing question items with 15 variable/attribute statements as stated in Table 1.

Table 2. Dimensions and statement variables/attributes

No	Question
Tangible Dimensions (Physical Evidence)	
1.	. Availability and ease of obtaining loans for post-harvest production facilities
2.	Ease of smooth communication with UD Berkah Alam
Dimensions of Reliability (Reliability)	
3.	Guidance carried out by UD Berkah for partner farmers to meet the harvest standards desired by UD Berkah Alam
4.	Assistance in overcoming pests and diseases of coffee plants
5.	The purchase price for the coffee harvest for UD Berkah Alam is different from that for village collectors
Responsiveness Dimension	
6.	UD Berkah's response to coffee farmer complaints regarding unclear information
7.	Timely delivery of harvest costs
8.	Availability of UD Berkah Alam in assisting coffee farmers
Dimensions of Assurance (Guarantee)	

No	Question
9.	UD Berkah Alam's knowledge and communication in conveying information to partner farmers.
10.	Increased production and quality of coffee after collaborating with UD Berkah Alam.
11.	Partner farmers feel that they are getting market guarantees
12.	Partner farmers feel that UD Berkah Alam has a good reputation
Empathy Dimension (Empathy)	
13.	Ease of partner farmers to contact UD Berkah Alam
14.	UD Berkah directly assists partner farmers.
15.	The trust is in partnership with UD Berkah Alam.

Partner farmers were asked to measure attitudes or opinions towards the partnership with UD Berkah Alam regarding social phenomena using a Likert scale (Parasuraman et al., 1998). The answer is given as the Expectation Value and also the Performance/perception Value. The gap value is obtained as a result of the difference between the actual performance level score and the level of importance or expectation score. The higher the gap value obtained, the greater the satisfaction of partner farmers received. To obtain the results of the gap value, the formula is used

Service Quality = Perception Score – Expectation Score

Information :

Perception = Perception of coffee farmers on the actual service performance that is felt

Expectations = Expectations of coffee farmers for the services they receive

3. RESULTS AND DISCUSSION

3.1. Overview of Partner Coffee Farmers

Robusta coffee is a superior product from plantations in West Nusa Tenggara, especially in North Lombok Regency. Coffee production in North Lombok Regency reached 5,462 tons (Directorate General of Agriculture, 2022). Several coffee farmers, especially in Rempek Village, Gangga District, North Lombok Regency, entered into a partnership with UD Berkah Alam as exporters in West Nusa Tenggara. The form of partnership with partner farmers is the plasma core pattern, namely UD Berkah Alam provides production facilities, technical guidance, management, accommodation, processing, and marketing. There are 5 coffee farmers as the main suppliers to UD Berkah Alam, the reason why coffee farmers have partnered with UD Berkah Alam is because of the fast payment time, coffee farmers feel they can meet market demands and guarantees. The land used by partner farmers for coffee cultivation is their own land with an intercropping system for other plantation commodities such as: cloves, bananas, coconuts and cocoa. All of the partner farmers have long been working as plantation farmers, especially coffee commodities.

But there is still a lack of knowledge in post-harvest handling so that after partnering they are given guidance in increasing production capacity and quality. Guidance is provided directly by the owner of UD Berkah Alam, who has also attended training on handling coffee in South Korea. Partner farmers who have long-standing farming experience are increasingly understanding the characteristics of the coffee they grow

accompanied by the absorption of technology and knowledge provided by UD Berkah Alam aimed at to increase the competitiveness of Robusta coffee in Gangga District in national and international markets.

3.2. Dimensions of Service Quality at UD Berkah Alam

The Servqual method is used to compare the perceived values and expectations of partner farmers for the partnerships that have been carried out with UD Berkah Alam. Satisfaction and quality in this partnership is analyzed by grouping attributes into five service criteria, namely physical (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance) and empathy (empathy). If the result of the gap has a negative value, then this indicates that the quality of the partnership is not in line with the expectations of the partner farmers. If the result of the gap calculation shows zero, then the performance of UD Berkah Alam is in line with the expectations of the partner farmers and if the result of the gap calculation shows a positive result then the quality of what is provided by UD Berkah Alam to partner farmers is very good, so partner farmers feel satisfied and have all their needs and requirements fulfilled.

Physical Evidence (Tangibles)

Tangibles or physical evidence is physical evidence at UD Berkah Alam in the form of facilities. The appearance and capabilities of UD Berkah Alam's physical facilities and infrastructure are clear evidence of the form of cooperation provided by UD Berkah Alam. Physical evidence is important for UD Berkah Alam to find out how far the physical aspect is the most appropriate, giving a positive effect on the quality of the cooperation that is carried out not only giving the partner farmers' expectations that are too high but can provide satisfaction with the cooperation that is carried out. This dimension is based Gap count there are 2 questions. This can be seen in Table 3.1

Table 3 Level of Satisfaction of Partner Farmers Against Tangible Dimensions

No	Question	Calculation of Service		Service Quality
		Hope	Reality	
T ₁	Availability and ease of obtaining loans for post-harvest production facilities	4,4	4,6	0,2
T ₂	Provision of sacks for partner farmers	4,4	4	-0,4
Average		4,4	4,3	-0,1

Source: Primary data processed (2021)

Based on calculations on the Tangibles dimension, the gap value is obtained from the perception (P) - expectation (E) formula. In this dimension, the gap value is negative on the T2 attribute with the attribute question "providing harvest sacks for partner farmers" and a gap value of -0.4 which indicates that partner farmers are still lacking in providing sacks for harvest packaging. fulfill orders from South Korea only, for other consumer orders UD Berkah Alam does not provide harvest sacks. This is because requests from South Korean consumers must use sacks that are given a logo. The gap that occurs is due to the gap between the expectations of partner farmers and management's perceptions in understanding the expectations of partner farmers, while partner farmers also expect sacks to be given for every order by UD Berkah Alam.

3.3 Reliability

Reliability or reliability is a condition of how UD Berkah Alam's ability to provide services in accordance with what has been promised to partner farmers. Based on the calculation of the gap value on the reliability dimension can be seen in Table 4.

Table 4. Level of Satisfaction of Partner Farmers on the Reliability Dimension

No	Question	Calculation of Service		Service Quality
		Hope	Reality	
R ₃	Guidance carried out by UD Berkah Alam for partner farmers to meet harvest standards	3,4	4	0,6
R ₄	Assistance in tackling pests and diseases of coffee plants	4,4	4,6	0,2
R ₅	The purchase price of UD Berkah Alam's coffee harvest is different from village collectors	3,8	4,2	0,4
Average		3,9	4,3	0,4

Source: Primary data processed (2021)

In the results of calculating the gap value on the reliability dimension, it shows a positive value for all attributes. This indicates that the partner farmers are quite satisfied with their expectations being fulfilled in the reality of the reliability that has been given from the partnership activities. The smallest gap value is the R₄ attribute with the attribute question "Assistance in tackling pests and diseases of coffee plants" with a gap value of 0.2, indicating that partner farmers feel that assistance in tackling pests and diseases of coffee plants from UD Berkah Alam has not been routinely carried out due to the distance of the plantations. far. The best solution is to schedule activities in coaching regarding pests and diseases in coffee plants, so that coaching is not only about standardizing harvests. This can also strengthen the relationship between partner farmers and UD Berkah Alam. From the results of the service quality analysis conducted, it can be concluded that the level of service quality for the reliability dimension must be maintained because it is good enough.

3.4. Responsiveness

Responsiveness is the desire of UD Berkah Alam to help partner farmers and provide speed and timeliness in getting services in partnership activities. Based on the calculation of the gap value on the responsiveness dimension, it can be seen in Table 5.

Table 5. Level of Partner Farmers on Responsiveness Dimensions

No	Question	Calculation of Service		Service Quality
		Hope	Reality	
R ₆	UD Berkah Alam's response to coffee farmer complaints regarding unclear information	4,4	3,8	-0,6
R ₇	Timely delivery of harvest costs	4,0	5,0	1,0
R ₈	Availability of UD Berkah Alam in assisting coffee farmers	4,0	3,6	-0,4
Rata-Rata		4,1	4,1	0

Source: Primary data processed (2021)

The results of the calculations show the dimensions of responsiveness, there are 2 questions that have negative results and one question that has positive results. Attributes that have negative results are in attribute R₆ with the attribute question "UD Berkah Alam's response to coffee farmer complaints regarding unclear information" the results of the gap calculation (gap) are -0.6 and the other attribute is R₈ with the attribute question "UD Availability Blessings of Nature in assisting coffee farmers. This happened because

UD Berkah Alam was busy taking care of other needs so that when receiving complaints from coffee farmers, UD Berkah Alam was not quick to respond to these complaints, coupled with the distance to the plantation location which was quite far and the communication signal was lacking at the plantation location. The attribute that has a positive gap value is R7 with the attribute question "Timely delivery of harvest costs" with a gap value of 1. Payments made by UD Berkah Alam with partner farmers directly when transporting crops from the plantation location. This can be interpreted that farmers partners are quite satisfied with the payment system because partner farmers do not have to wait long for payment of their crops.

4. Guarantee (Assurance)

Assurance is knowledge that is owned by UD Berkah Alam in growing the trust of partner farmers. Guarantees from UD Berkah Alam will affect the satisfaction of partner farmers because what the partner farmers want can be fulfilled so that they are satisfied with the services in the partnership activities carried out by UD Berkah Alam. Based on the calculation of the gap value on the Assurance dimension, it can be seen in Table 6.

Table 6. Level of Satisfaction of Partner Farmers Against the Assurance Dimension

No	Question	Calculation of Service		Service Quality
		Hope	Reality	
A ₉	UD Berkah Alam's knowledge and communication in conveying information to partner farmers	3,6	4,0	0,4
A ₁₀	Increased production and quality of coffee after doing with UD Berkah Alam.	3,4	4,4	1,0
A ₁₁	Partner farmers feel that they are getting market guarantees Partner farmers feel that UD Berkah Alam has a good reputation.	3,6	4,4	0,8
A ₁₂	Partner farmers feel that UD Berkah Alam has a good reputation.	4,0	4,8	0,8
Average		3,7	4,4	0,8

Source: Primary data processed (2021)

The results of the calculations show that these attributes do not have negative results. The smallest gap value is A₉ with the attribute question being "Knowledge and communication of UD Berkah Alam in conveying information to partner farmers" has a gap value of 0.4. This is because conveying information to partner farmers must be done face to face because information through communication via mobile phones does not work effectively due to a lack of signal at partner farmer locations. The average score for the assurance dimension for expectations is 3.7 and for the average score -the reality average is 4.4 and there is a gap (gap) of 0.8.

Improving services on this assurance dimension, UD Berkah Alam should increase the frequency of visiting mira farmers, this not only builds mutual trust but builds communication with partner farmers about the problems they face so that not only when harvesting does the UD Berkah visit. partner farmers.

4.1. Empathy

Emphaty is the ease of making relationships, good communication and understanding the needs of partner farmers. Where UD Berkah Alam has understanding and knowledge about coffee farming, understands the

specific needs of partner farmers, and has a comfortable operating time for partner farmers including ease in conducting communication relationships the good one. Understanding the needs of partner farmers will increase the satisfaction of partner farmers. Based on the calculation of the gap value on the Empathy dimension, it can be seen in Table 3.5.

Table 3.5 Level of Satisfaction of Partner Farmers on the Assurance Dimension

No	Pertanyaan	Calculation of Service		Service Quality
		Hope	Reality	
E ₁₃	Ease of partner farmers to contact UD Berkah Alam.	3,8	3,6	-0,2
E ₁₄	UD Berkah Alam directly assists partner farmers.	3,2	3,6	0,4
E ₁₅	The trust is in partnership with UD Berkah Alam.	4,2	4,8	0,6
Average		3,7	4,0	0,3

Source: Primary data processed (2021)

According to the results of calculating the gap value, it can be seen that on the empathy dimension there is a negative gap value on attribute E₁₃ (Ease of partner farmers to contact UD Berkah Alam) with a gap value of -0.2. These attributes indicate that UD Berkah Alam still lacks a sense of empathy in communicating due to a bad signal from partner farmer locations so that smooth communication is required to meet face to face.

The other attributes on the empathy dimension have positive gap values. The average score for the empathy dimension for expectations is 3.7 and for reality it is 4.0 and there is a gap of 0.3. From the results of the service quality analysis conducted, it can be concluded that the level of service quality for the empathy dimension still needs to be improved.

5. CONCLUSION

Based on the servqual method, it was found that there is a gap between perception and expectations in each dimension. The priority order that must receive the attention of UD Berkah Alam management in carrying out their respective partnerships begins with the tangibles dimension with a gap value of -0.1, a responsiveness dimension with a gap value of 0.2, the Empathy dimension has a gap value of 0.3, and the Reliability dimension is 0.4. The attribute with a negative value is on the tangibles dimension, it is necessary to improve by providing sacks during harvest for partner farmers for every order made and assistance to partner farmers is further enhanced. So that complaints from partner farmers can establish effective communication.

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