ABSTRACT

ANALYSIS OF FARMERS' ATTITUDES AND SATISFACTION TOWARDS HYBRID CORN SEED VARIETIES IN SOUTH LAMPUNG REGENCY

By

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The purposes of this study were to (1) identify the characteristics and decision making process on hybrid corn seed varieties and (2) analyze the farmer's attitudes and satisfaction on hybrid corn seeds in South Lampung Regency. The location was selected purposively where 68 hybrid corn farmers drawn using simple random sampling. Data were analyzed qualitatively and quantitatively using a descriptive analysis, Fishbein's Multi-attribute, Important Performance Analysis (IPA), and Customer Satisfaction Index (CSI). The results of the descriptive analysis showed some differences on respondents' characteristics and the decision making process. The Fishbein's Multi-attribute scored farmers' attitude on the three varieties of corn hybrid seeds was at 77.68. However, the farmers' attitude towards P27 was better than towards NK22 and BISI2. Based on the Important Performance Analysis, dissatisfaction occurred on the seed growing ability attribute and harvesting age attribute. The Customer Satisfaction Index was 75.38% showing that farmers were "very satisfied". The scores on three hybrid corn seed varieties respectively were 78.44% on P27, 75.56% on NK22, and 72.13% on BISI2