

## **ABSTRACT**

### **THE LEVEL OF SATISFACTION AND LOYALTY OF COCOA FARMERS IN SUNGAI LANGKA VILLAGE TO PT SYNGENTA INDONESIA'S AMISTAR TOP FUNGICIDE**

**By**

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*This research aims to determine the level of satisfaction and loyalty of cocoa farmers in Sungai Langka Village to PT Syngenta Indonesia's Amistar Top fungicide. The method used in this research is the survey method. The number of respondents in this study was 55 people. Data collection was carried out in November 2023-Januari 2024. Research data was analyzed quantitatively descriptive using the Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), loyalty pyramid and Spearman Rank Correlation. The results of this research indicate that the level of satisfaction of cocoa farmers to Amistar Top fungicide is in the satisfied category with the highest attribute performance score being benefits. The level of loyalty of cocoa farmers to Amistar Top fungicide is loyal customers which is indicated by the committed buyer value is higher than switcher buyer value. There is a significant relationship between age, education, farming experience, income and land area with the level of satisfaction, where age, education and land area have a low correlation while farming experience and income have a moderate correlation with the level of satisfaction of cocoa farmers in Sungai Langka Village to Amistar Top Fungicide.*

*Key words : cocoa, fungicide, loyalty, satisfaction*

## **ABSTRAK**

### **TINGKAT KEPUASAN DAN LOYALITAS PETANI KAKAO DI DESA SUNGAI LANGKA TERHADAP FUNGISIDA AMISTAR TOP PT SYNGENTA INDONESIA**

**Oleh**

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Penelitian ini bertujuan untuk mengetahui tingkat kepuasan dan loyalitas petani kakao di Desa Sungai Langka terhadap fungisida Amistar Top PT Syngenta Indonesia. Metode yang digunakan dalam penelitian ini adalah metode survei. Jumlah responden dalam penelitian ini sebanyak 55 orang. Pengumpulan data dilakukan pada bulan November 2023 – Januari 2024. Data penelitian dianalisis secara deskriptif kuantitatif menggunakan *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), piramida loyalitas dan korelasi *Rank Spearman*. Hasil penelitian ini menunjukkan bahwa tingkat kepuasan petani kakao terhadap fungisida Amistar Top berada pada kategori puas dengan skor kinerja atribut tertinggi adalah manfaat. Tingkat loyalitas petani kakao terhadap fungisida Amistar Top adalah konsumen yang loyal, ditunjukkan dari nilai *committed buyer* lebih tinggi dibandingkan nilai *switcher buyer*. Terdapat hubungan signifikan antara usia, pendidikan, pengalaman usahatani, pendapatan dan luas lahan dengan tingkat kepuasan, dimana usia, pendidikan dan luas lahan berkorelasi rendah sedangkan pengalaman usahatani dan pendapatan berkorelasi sedang dengan tingkat kepuasan petani kakao di Desa Sungai Langka terhadap fungisida Amistar Top.

Kata kunci : fungisida, kakao, kepuasan, loyalitas