FarmersÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ Satisfaction of the Service Quality of Broiler Contract Farming Model in Banyumas Regency

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Author Order	1 of 3
Accreditation	
Abstract	This study aims at identifying nucleus companiesÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ service quality, broiler farmersÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ satisfaction and the relationship between contract farming services quality and broiler farmersÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ satisfaction in Banyumas Regency. The study takes survey method to broiler farmers participating in contract farming programs from five nucleus companies in Banyumas Regency as its population. 50 broiler farmers are selected using the proportional random sampling method based on Slovin formula as respondents. The data obtained are analyzed by employing descriptive statistics and Correlation Rank Spearman Analysis. The results show that the farmers are averagely 44 years old with mostly junior high education, and 76% of the respondents have broiler farming as their main livelihood. The farmers have quite a long time of experience (8.92 years) in raising broiler farming. Their satisfaction of the contract farming modelÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢s service is of medium category (score 84.02) and their perception of the nucleus companiesÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ service quality is of medium category (score 86.34). The Spearman Rank Correlation analysis shows that the nucleus companiesÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ service quality is significantly related to the broiler farmersÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ satisfaction (P<0.01) with a strong correlation coefficient of 0.761. The nucleus companiesÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ services in broiler contract farming model must be continuously improved to increase broiler farmersÃƒÂ¢Ã¢Â‚Â¬Ã¢Â„Â¢ satisfaction.
Publisher Name	Faculty of Animal Science, Universitas Gadjah Mada
Publish Date	2019-08-31
Publish Year	2019
Doi	DOI: 10.21059/buletinpeternak.v43i3.44853
Citation	
Source	Buletin Peternakan
Source Issue	Vol 43, No 3 (2019): BULETIN PETERNAKAN VOL. 43 (3) AUGUST 2019
Source Page	
Url	https://journal.ugm.ac.id/buletinpeternakan/article/view/44853/25379
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