

PERFORMANSI KUALITAS ATRIBUT BERAS ORGANIK DAN TINGKAT KEPUASAN KONSUMEN BERAS ORGANIK DI KABUPATEN SRAGEN Quality Performance and Satisfaction Level of Consument on Organic Rice in Sragen District

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Author Order	of
Accreditation	
Abstract	<p>Penelitian dilakukan dengan tujuan untuk menentukan kualitas beras organik berdasarkan kepuasankonsumen beras organik di Kabupaten Sragen. Penelitian dilakukan melalui identifikasi tingkat kepentinganatribut beras organik, tingkat kesesuaian dan kesenjangan atribut mutu beras organik, kepuasan konsumen berasorganik terhadap atribut mutu beras organik, prioritas perbaikan atribut mutu beras organik. Atribut mutu berasorganik yang digunakan sebanyak 10 dan dianalisis dengan metode Customer Satisfaction Index (CSI) danImportant And Performance Analysis (IPA). Hasil penelitian menunjukkan bahwa rata-rata nilai kepentinganatribut beras organik adalah 3,53 dan Atribut mutu beras organik yang dianggap tidak penting adalah harga(2,30) dan kemasan (2,60). Hasil analisis CSI didapatkan nilai 61,6% menunjukkan bahwa konsumen berasorganik di Kabupaten Sragen cukup puas dan berdasarkan diagram IPA diketahui bahwa kinerja atribut produkberas organik yang dihasilkan oleh pertanian organik di Kabupaten Sragen masih perlu diperbaiki, terutama padaatribut warna, kebersihan, sertifikat organik dan kesesuaian label.Kata kunci: atribut mutu, beras organik, Customer Satisfaction Indeks (CSI), Important And PerformanceAnalysis (IPA)ABSTRACTThe research objetives of this study to determine the quality of organic rice by consumer satisfaction onorganic rice in Sragen. The study was conducted by identifying the importance of the organic rice attribute, thelevel of suitability and gap in quality attributes of organic rice, organic rice consumer satisfaction of the organicrice quality attributes, improvement priority of organic rice quality attributes. Organic rice quality attributesused were 10 and they were analyzed by the method of Customer Satisfaction Index (CSI) and Important AndPerformance Analysis (IPA) . The results showed that the average value of the attribute of interest was 3.53 andorganic rice quality attributes considered to be unimportant were the price (2.30) and packaging (2,60) . CSIanalysis results showed that the value of 61.6 % of the consumers of organic rice in Sragen were rather satisfiedand the diagram based on IPA were known that the attribute performance of organic rice products produced byorganic farming in Sragen still needed to improve, especially on the color attributes , cleanliness , organiccertificates and suitability of organic labels.Key words: quality attribute, organic rice, Customer Satisfaction Indeks (CSI), Important And PerformanceAnalysis (IPA)</p>
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