

Original Research Article

ANALYSIS OF FARMERS' SATISFACTION LEVEL BEEF COW ON PARTNERSHIP IMPLEMENTATION MAIWA BREEDING CENTER IN BARRU DISTRICT

Abstract

Small shops (plasma) with private companies and the government as the core. The Maiwa Breeding Center also works with breeders in a partnership pattern spread over three regencies: Enrekang, Soppeng, and Barru. The partnership pattern implemented by the Maiwa Breeding Center is a profit-sharing system. This study aims to determine the level of satisfaction of beef cattle farmers with implementing the MBC (Maiwa Breeding Center) partnership in Barru district. This research was conducted in June - July 2022, taking place in Tanete Riaja District, Barru Regency. This research method is a survey. Data collection was carried out by direct interviews using a questionnaire. The results of the study are the level of farmer satisfaction with the implementation of the Maiwa Breeding Center partnership from 5 satisfaction variables, namely medicines and vaccines, materials and guidance, engagement with partners, responses to complaints and payment of sales proceeds, is satisfied with an overall average score of 153 with the percentage of 74.10%.

Keywords: partnership, satisfaction, beef cattle.

1. Introduction

Livestock is part of the agricultural sub-sector whose development continues to meet the demand for animal protein. One of the livestock businesses that can help support these needs is the beef cattle business. (Sugeng, 2003) states that beef is a source of animal protein, which is very necessary to meet the food and nutritional needs of the community.

Beef cattle are a livestock commodity that has the potential to be developed in Indonesia. This is because Indonesia's tropical climate strongly supports the development of livestock in the beef cattle business. Beef cattle business opportunities are very promising because apart from producing meat as the main source of animal protein, the cattle also usually produce various kinds of needs such as compost and biogas. Beef cattle farming is said to be successful if it is able to contribute to people's income as seen from the increasing number of livestock owned.

South Sulawesi is one of the areas developed as a beef cattle development area in Indonesia. This can be seen from several programs issued by the government to support the development of beef cattle in various regions. Barru Regency is one of the areas that has been used as one of the areas for the development of local cattle (Balinese cattle) with a fairly high population of beef cattle reaching 72,198 in 2018 (BPS Kabupaten Barru, 2019). One of the ways used to help the development of beef cattle in Barru is through a partnership pattern. A partnership is a business strategy carried out by two or more parties within a certain period of time to achieve mutual benefits with

the principle of mutual benefit and mutual benefit between the partnering parties. The partnership pattern in the field of animal husbandry is one way of cooperation between small farmers (plasma) with private companies and the government as the nucleus.

Along with the increasingly modern developments of the times, various kinds of businesses or businesses have arisen whose goal is to meet the needs of animal protein and customer satisfaction. The more intense business competition in Indonesia, the more companies competing to provide services that satisfy customers. In addition, the company also offers a wide variety of products with good quality so that there is an increase in the level of consumer purchases (Lupiyoadi, 2001). Customer satisfaction is a person's feelings of pleasure or disappointment as a result of a comparison between perceived and expected achievements or products. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Thus, the level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, the customer will be disappointed. If performance matches expectations, the customer will be satisfied. Meanwhile, if the performance exceeds expectations, the customer will be very satisfied. Customer expectations can be shaped by past experiences, comments from relatives, promises and information from marketers and competitors. Satisfied customers will be loyal for longer, less sensitive to price, and give good comments about the company (Dwiwinarsih, 2009).

In the development of beef cattle breeding, the Faculty of Animal Husbandry, Hasanuddin University, took part in forming a business engaged in the livestock sector by forming the MBC (Maiwa Breeding Center) which operates in the beef cattle industry. The Maiwa Breeding Center is one of the business units of the Hasanuddin University Faculty of Animal Husbandry which is engaged in the cattle breeding industry. Apart from being engaged in breeding and fattening beef cattle, the Maiwa Breeding Center also works with breeders in a partnership pattern spread across three regencies, namely Enrekang, Soppeng, and Barru. Partnerships in Barru District are growing rapidly in contrast to those in Enrekang and Soppeng. The partnership pattern implemented by the Maiwa Breeding Center is a profit-sharing system, namely 55% for breeders and 45% of partners. Prasetyo et al. (2018) stated that the success of the partnership is largely determined by the existence of compliance among partners in carrying out business ethics. The partnership program is urgently needed by breeders in raising large livestock such as beef cattle. Likewise, dairy cow partnerships have been proven to be very effective by farmers according to research conducted by Kuncoro et al. (2022).

1.1 Purpose

The purpose of this study was to determine the level of satisfaction of beef cattle farmers with the implementation of the MBC (Maiwa Breeding Center) partnership in Barru district.

1.2 Methode

The research was conducted from June to July 2022 located in Tanete Riaja District, Barru Regency. The population in this study were all breeders who participated in the Maiwa Breeding Center partnership program in Barru Regency, namely 45 people. In determining the sample used Slovin formula. An error rate of 5% is used on the basis of a population of no more than 100 (Riduwan, 2005). So the number of

samples obtained is 40 breeders. The determination of this sample uses the simple random sampling method, namely the sample is chosen randomly. The research method used in this study is a qualitative and quantitative research method. Data collection techniques are observation, questionnaires, and documentation. Data analysis techniques using the formula (Ridwan and Sunarto, 2009), namely:

$$1(X_i) + 2(X_i) + 3(X_i) + 4(X_i) + 5(X_i) = Z$$

Note:

X_i = The number of respondents who voted

Z = Number of answers

1= Not satisfied

2= Less satisfied

3= Satisfied enough

4 = Satisfied

5= Very satisfied

$$\text{Percentage} = \frac{Z}{n \times 5} \times 100\%$$

Note:

Z = Score

5 = Highest score

n = Respondent Number

From the results of calculations using the formula above, it can be obtained the level of satisfaction of beef cattle farmers with the implementation of the Maiwa Breeding Center partnership. In this study, the calculation of the level of satisfaction was carried out using the SPSS (Statistical Product For Service Solution) computer software for Windows version 20.0 and Microsoft Office Excel. The percentage scale used is a scale of 0% - 20% dissatisfied, 21% - 40% dissatisfied, 41% - 60% quite satisfied, 61% - 81% satisfied, and up to 81% - 100% very satisfied (Hasnih, 2016).

2. Result

Satisfaction is a feeling of pleasure or disapproval of consumers towards the performance and expectations of the company. The level of farmer satisfaction is an important factor that has a major influence on the cooperation between consumers and companies. Farmer satisfaction has a major impact on the continuity of the partnership because farmers who are satisfied with the implementation of the partnership will maintain cooperation with the company. Utama, et al (2013) explained that breeder satisfaction or dissatisfaction is related to the difference between expectations and performance received or felt by breeders. Assessment of the satisfaction level of plasma farmers is carried out by looking at the assessment of the level of partnership performance on the partnership attributes provided by the nucleus. The level of satisfaction of beef cattle farmers with the performance of the Maiwa Breeding Center can be seen in the following table:

Table 1. Breeder's Assessment of the Implementation of the Maiwa Breeding Center Kemita.

No.	Variable	Mean	Percentage
1.	Drugs and vaccines	153,67	76,83%
2.	Materials and guidance	139,67	69,83%
3.	Breeder attachment to partners	141,33	70,67%
4.	Response to complaints	177,33	88,67%
5.	Payment of results	129,00	64,50%
Amount		153	74,10%

Source: Primary data after processing, 2022.

Discussion

The research area is Tanete Riaja sub-district which is one of the sub-districts in Barru Regency. Barru Regency is one of the regencies located on the west coast of South Sulawesi Province with an area of 1,174.72 km², approximately 100 km north of Makassar City and 50 km south of Parepare City, with a coastline of 78 km. Barru Regency is bordered by the city of Parepare and Sidrap Regency in the North, Soppeng Regency and Bone Regency in the East, Pangkep Regency in the South and the Makassar Strait in the West.

Barru Regency has an altitude between 0-1,700 meters above sea level with the surface shape of most of the slope areas, hilly to mountainous and other parts are flat, sloping areas. In Barru Regency there is an area of 71.79% of the area (84,340 Ha) with climate type C, which has consecutive wet months of 5-6 months (October - March) and dry months of less than 2 consecutive months (April - September).

This study measures the level of satisfaction using the CSI method. Irawati et al., (2020) stated that the Customer Satisfaction Index (CSI) method is used to determine the overall level of satisfaction with an approach that considers the level of importance of the measured partnership attributes.

1. Drugs and vaccines

a. Drugs and vaccines Quality

In the livestock business, the quality of medicines and vaccines is very influential in raising livestock. From the results of the data analysis, it can be concluded that farmers assess the quality of medicines and vaccines provided by the Maiwa Breeding Center to farmers who are currently participating in the partnership with a percentage of 81.5%. Drugs that are often given to livestock are deworming drugs and eye drops. The quality of the medicines provided by the companion to the breeder is in accordance with what is expected.

b. Delivery of medicines and vaccines on demand

In addition to the quality of medicines and vaccines, the schedule for the delivery of medicines and vaccines also has an effect. Fast or slow delivery of medicines and vaccines will affect the satisfaction level of farmers. Based on data analysis, it can be concluded that the delivery of medicines and vaccines is considered satisfied by farmers with a percentage of 74.5%. Drug delivery will be carried out immediately by the officer when the farmer requests it or it will be sent at least 1 to 2 days after the request is received from the farmer.

c. Response to demand for medicines and vaccines

The response of officers to requests for medicines and vaccines from farmers is one of the farmers' evaluations of the implementation of the Maiwa Breeding Center partnership. In the data analysis carried out, farmers rate it with a percentage of 74.5% which indicates that farmers are satisfied with the response of officers to farmers' requests for medicines and vaccines.

The medicines and vaccines variable has an average of 153.67 with a percentage of 76.83% which indicates that the satisfaction level of farmers with medicines and vaccines from the Maiwa Breeding Center is satisfied. Based on data analysis, it can be concluded that services related to medicines and vaccines to partner farmers have been carried out well by the Maiwa Breeding Center. Vaccines and medicines are important for the livestock sector, therefore livestock health services must always be considered because the health of beef cattle affects the success and productivity of livestock.

Even so, there are several obstacles that have become complaints from some breeders who have partnered with the Maiwa Breeding Center, namely:

- 1) Application in terms of livestock health must be more improved, efficient and timely.
- 2) 2) Delivery of medicines at this time is quite slow and requires further improvement because no matter how good the quality of medicines and vaccines is, if the efficiency of the delivery time is not effective, this will also affect breeders and their livestock.

2. Materials and guidance

a. Officers always provide appropriate guidance

The level of farmer satisfaction with providing appropriate guidance is rated with a percentage of 75.5%, indicating that farmers are satisfied with providing appropriate guidance from Maiwa Breeding Center officers.

Maiwa Breeding Center cattle are raised by breeders with the obligations of breeders to be willing to raise cattle, provide feed and apply the technology instructed by the Maiwa Breeding Center in the form of breeding, reproduction, feed and rearing management technology. Maiwa Breeding Center's obligation is to provide technology, human resources and production inputs. Guidance is provided prior to the implementation of various maintenance technologies.

b. Officers always provide material and receive material requests from breeders.

Providing material from officers to farmers is considered satisfactory with a percentage of 69.5%. Maiwa Breeding Center always provides material to provide understanding to breeders regarding maintenance management, health, or partnership procedures and concepts. Apart from that, the Maiwa Breeding Center always receives requests for material from breeders. The satisfaction level of breeders with officers who receive requests for material from breeders is 64.5%, which indicates that farmers are satisfied with the response of Maiwa Breeding Center officers to requests for materials from breeders.

Based on this explanation, the satisfaction variable in providing material and guidance has an average of 139.67 with a percentage of 69.83%, so it can be concluded that the variable providing material and guidance from the Maiwa Breeding Center is considered satisfied by breeders. Based on data analysis, it can be concluded that the

provision of material and guidance from partners to breeders has been carried out properly. The material and guidance provided is an important part for farmers because they not only benefit materially, but farmers also receive learning about the theory provided by partners for business development. Assistance and provision of the material provided by the Maiwa Breeding Center in previous years have always been at least once for two months. However, during the pandemic, there was a change in treatment at the service level including the provision of materials and guidance which was not as active as before. In recent years, the provision of material and guidance from the Maiwa Breeding Center has been very rare, namely 2 times a year.

3. Farmers' attachment to partnerships.

In a partnership business, the work contract is important. It is intended that the cooperation that exists runs smoothly. In the Maiwa Breeding Center partnership pattern, breeders and the Maiwa Breeding Center have a work contract/agreement letter regarding the partnership pattern that is established, including in terms of cattle marketing. Based on data analysis, the farmer's satisfaction level with the marketing contract is 80%, indicating that the farmer is satisfied with the agreement regarding livestock marketing. In the contract agreement between the Maiwa Breeding Center and the breeders, harvesting will be carried out when the cattle are at least 1.5 years old with a profit-sharing pattern of 55% for breeders, and 40% for Maiwa Breeding Center. This is certainly satisfying for breeders because the profits obtained are quite large.

Based on the explanation above, the level of satisfaction with the farmer's engagement variable with partners has an average of 141.33 with a percentage of 70.67%, which means that the farmer's level of satisfaction with this variable is considered satisfied by the farmer. Based on the data analysis, it can be concluded that the farmer's attachment to the Maiwa Breeding Center is well established because no farmer who partners with the Maiwa Breeding Center has yet sold their livestock to other animal markets because the profit earned when selling to the Maiwa Breeding Center is greater than selling to another livestock market. The collaboration that has been carried out has proven to provide benefits for both parties. In accordance with what has been regulated in the Law on Animal Husbandry and Animal Health Article 31 paragraph 1 that breeders can enter into livestock farming business partnerships based on agreements that are mutually beneficial and fair (Fitriza et al., 2012)

Partner engagement with breeders has an important role because the existence of a contract or attachment between breeders and partners can increase the sense of responsibility between the two parties and become a guideline for minimizing the occurrence of things that deviate from both parties.

4. Response to complaints

The level of farmer satisfaction on the variable response to complaints has an average of 177.33 with a percentage of 88.67%, which means that in this variable, farmers are very satisfied with the response and service of Maiwa Breeding Center officers. The companion will always respond and immediately respond to any complaints from breeders. After receiving information from the farmer via telephone, the companion will immediately assist the breeder in dealing with any complaints and problems faced by the breeder. The level of satisfaction of farmers with officers who receive complaints 24 hours is 90%, The level of satisfaction of farmers with officers

who directly respond to every complaint from farmers is 89.5%, The level of satisfaction of farmers with officers who always handle every problem from farmers is 86.5% meaning that each indicator of satisfaction on this variable is considered very satisfactory by the breeder.

5. Payment of sales proceeds

The sales proceed payment variable consists of several assessment indicators. The satisfaction level of farmers with direct payment of yields made at the time of sale is 89%, which means that farmers are very satisfied with direct payment of yields. Meanwhile, payments made a week after sales are 58% and payments made periodically are 46.5%, which means that the farmer is quite satisfied with this payment system.

Based on the explanation above, the level of farmer satisfaction with the sales proceeds payment variable has an average of 129.00 with a presentation of 64.50%, which means that farmers are satisfied with the yield payment system implemented by the Maiwa Breeding Center. However, this year the payment system has decreased, so progress must be made. The current payment flow is too long, causing a change in payment handling.

Based on data analysis of the five satisfaction variables, the overall average of the satisfaction variable is 74.10%, which means that the satisfaction level of beef cattle breeders with the implementation of the Maiwa Breeding Center partnership is satisfied. This is supported by the percentage scale used, namely a scale of 0% - 20% dissatisfied, 21% - 40% dissatisfied, 41% - 60% quite satisfied, 61% - 81% satisfied, and up to 81% - 100% very satisfied (Hasnih, 2016). In research conducted by Elisa Mirayana at PT GGL in Astomulyo Village, Punggur District, Central Lampung Regency with 7 almost the same satisfaction variables, namely contract prices and quality of medicines and feed, schedule for delivery of production facilities, services, and technical guidance materials, timeliness harvest, response to complaints, speed of payment of yields and scales classified as very satisfied. This can be seen from the calculation of the Customer Satisfaction Index (CSI) that the value of the farmer satisfaction index is 85.20% (0.85).

The CSI value in this study was higher compared to Nursida's research (2017) that overall the plasma farmer satisfaction index (Customer Satisfaction Index) on core company performance in implementing livestock business partnerships in the Samarinda City area was 0.65, which means that plasma farmers quite satisfied with the performance of the core company. The level of partner satisfaction in this study was also higher than the results of research conducted by Palmarudi and Kasim (2012) which stated that overall farmers were quite satisfied with the attributes of the service quality dimension of the core company in implementing broiler chicken farming business partnerships. This can be seen from the average conformity level of 77.04%, where this value is in the fairly satisfied area.

The partnership program that has been run between the Maiwa Breeding Center and breeders in Barru has existed since the end of 2017. Breeders who partner with the Maiwa Breeding Center are farmers who make animal husbandry as a side business. The collaboration between breeders and the Maiwa Breeding Center has been established for a long time, namely around 5 years which began in early 2018. Even so, there needs to be an improvement in a number of things must be improved and paid

attention to so that the indicators of each satisfaction variable can be considered successful or satisfactory for breeders.

3. Conclusion

The conclusion from this study is the level of farmer satisfaction with the implementation of the Maiwa Breeding Center partnership from 5 satisfaction variables, namely medicines and vaccines, materials and guidance, engagement with partners, responses to complaints, and payment of sales proceeds are satisfied with an overall average value of 153 with a percentage of 74.10%.

4. Reference

- i. BPS. 2019. Barru Regency in figures 2021. BPS Barru Regency.
- ii. Dwiwinarsih, R. 2009. Analysis of Consumer Satisfaction Levels of Bakmi Aisy Services in Depok. Thesis. Faculty of Economics. Gunadarma University.
- iii. Fitriza, Y. T., F. T. Haryadi, and S. P. Syahlani. 2012. Analysis of income and perceptions of plasma farmers on broiler partnership agreement contracts in Lampung Province. *Livestock Newsletter* . 36(1) : 57-65
- iii. Hasnih. 2016. Analysis of the Satisfaction Level of Broiler Farmers with Partnership Patterns on the Performance of PT. Srikandi Agung Makassar (Case Study in Maros Regency). Thesis. Alauddin State Islamic University, Makassar.
- iv. Irawati E., D. Fitra , and I. Kantra. 2020. Analysis of Satisfaction of Plasma Farmers on Broiler Partnership Performance in Kampar Regency, Riau Province. *Journal of Animal Husbandry*.17(2):64-71.
- v. Kuncoro, A.A.B., Sudiyarto and P. N. Indah. 2022. The Effectiveness of Daily Cattle Partnership With the Agribusiness Cooperative Fund Mulya, Pacet District, Mokokerto Regency. *Agroinfo Galuh Student Scientific Journal*. 9(2): 431-445.
- vi. Lupiyoadi, R. 2001. *Service Marketing Management: Theory & Practice*. First Edition. Salemba Empat Publishers. Jakarta.
- vii. Nursida. 2017. Satisfaction Level of Farmers in Plasma Implementation of Chicken Farming Business Partnerships Broilers in Samarinda. *Magrobis Journal*. 17(1): 16-24.
- viii. Palmarudi and K. Kasim. 2012. Analysis of Farmers' Satisfaction Level in Implementation Brain Business Partnership in South Sulawesi: Case Study in Maros District. *JITP*. 2 (1): 50-59.
- ix. Prasetyo. B. A, Y. M. Halim, N. G. Candra A, Z. A. Anshori, M. A. Faradisa, R. Wulan S, D. Retno S. F. 2018. Analysis of Dairy Farmers Partnership with KUD "Mitra Bhakti Makmur" To Improve the Community's Economy (Study in Donowarih Village, Karangploso District, Malang Regency). 12(1): 13-23.
- x. Riduwan. 2005. *Easy Learning Research for Teachers, Employees and Beginner Researchers*, Bandung: Alfabeta.
- xi. Ridwan, Sunarto. 2009. *Introduction to Statistics for Educational, Social, Economic, Communication and Business Research*. Alfabet: Bandung
- xii. Sugeng, Y.B. 2003. Beef cattle. Jakarta: Penebar Swadaya. 2003.
- xiii. Utama D N A, Nugroho BA, Utami HD D. 2013. Journal of Analysis of the Plasma Farmers Satisfaction on Broiler Partnership in "Sinar Sarana Sentosa" Company Using Importance Performance Analysis. Thesis. Brawijaya University. Malang

UNDER PEER REVIEW