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# The Level Of Farmer Satisfaction With Field Agricultural Extension Services In The Passo Village Farmer Group, Baguala District, Ambon City

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**Abstract**

*This study aims to analyze the level of farmer satisfaction with the performance of agricultural extension services in the Paso village farmer group. This research is a descriptive research. Data collection methods through interviews, observation and documentation. Sampling using the Simple random sampling method is randomly to farmers who are members of farmer groups as many as 31 respondents. Data analysis techniques for indicators of farmer satisfaction with agricultural extension services using Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The results showed that the level of farmer satisfaction with the performance services of agricultural extension workers in Passo village based on IPA analysis illustrates that the dominant quadrant of agricultural extension performance attributes lies in quadrant II as many as eight (8) attributes, it shows that most of the attributes are in accordance with farmers' expectations, and farmer satisfaction with the overall performance of agricultural extension workers is categorized as very satisfied with a CSI value of 82.37.*

**Keywords: Satisfaction, Service Performance, Farmer**

## INTRODUCTION

The agricultural sector is one of the dominant sectors that affects the income of the Indonesian people. This is because the majority of people work as farmers. Based on data from the Central Statistics Agency (2021), it can be seen that the number of people working in the agricultural sector reached 38.78 million or 29.59 percent of the total



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working Indonesian population, making the agricultural sector have an important role in the national economy. This condition makes the agricultural sector have an important role in the national economy. National economic development is realized in the agricultural system with an agribusiness approach. The agribusiness approach is a concept consisting of five subsystems, namely the procurement subsystem of production facilities, the agricultural subsystem, the processing subsystem and the agricultural product industry, the marketing subsystem and the supporting institutional subsystem (Asmarantaka et al., 2017). One of the subsystems that plays an important role in the success of agricultural implementation is the supporting institution in the form of extension activities.

According to the Ministry of Agriculture (2009) agricultural extension activities are non-formal education for farmers that aims to change farming attitudes and behaviors (better farming), increase business (better bussines), live more prosperous (better living), better community (better community), and maintain environmental sustainability (better environment). Agricultural extension is realized as a government service in providing education, consultation, training and activities that benefit farmers (Hidayat et al. 2017). The success of agricultural extension workers in their implementation cannot be separated from the performance of an agricultural extension worker.

Agricultural extension workers in carrying out their duties and obligations are guided by the work standards of agricultural extension workers regulated in Law No. 16 of 2006 concerning village extension function posts. There are two main aspects in assessing the performance of agricultural extension workers, namely qualitative and quantitative work aspects and the behavior of extension workers in discipline and cooperation.

The achievement of these two main aspects will lead to farmer satisfaction with agricultural extension services. Farmer satisfaction will grow when the agricultural extension services that have been received are in accordance with what farmers expect. The growth of farmer satisfaction will shape the loyal attitude of farmers in accepting and making changes to farming (Abdurrahman and Ferianda, 2015). The growth of farmer satisfaction will shape the loyal attitude of farmers in accepting and making changes to farming. Satisfaction with the performance of extension services should also be supported by the extension resources themselves. Data on the number of agricultural extension workers in Ambon City according to the Department of Agriculture and Food Crops in 2022 are as follows:


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**Table 1. BP3K Agricultural Extension Institution Ambon City**

| Institutional | Agricultural Extension | Working Area |
|---|---|---|
| UPTD Coordinator | 2 | Teluk Ambon Baguala District<br>South Leitimur District<br>Teluk Ambon District<br>Nusaniwe District<br>Sirimau District |
| Civil servant / functional extension | 32 | |
| TB/THLPP | 9 | |
| Veterinary Officer | 1 | |
| Sum | 44 | |

Data Source: Department of Agriculture and Food Crops, 2023

Based on the data in table 1, it turns out that agricultural extension workers in Ambon City are under the institutions of BP3K Nania Agricultural Extension and BP3K UPTD Airlouw Agricultural Extension Center. The working area of BP3K Nania Agricultural Extension covers 3 districts, namely Ambon Bay, Ambon Baguala Bay and South Leitimur with a total of 22 villages/kelurahan Assisted Areas (WILBIN), each Ambon Bay 8 Villages, Ambon Baguala Bay 6 Villages, and South Leitimur 8 Villages. Farmer groups in the UPTD Nania working area number 107 which will increase along with the increasing reach and guidance carried out by agricultural extension workers; while BP3K UPTD Airlouw Agricultural Extension Center with Nusaniwe District working area which fosters 42 farmer groups and Sirimau District fosters 28 farmer groups. Institutional data of agricultural extension workers in BP3K Nania Agricultural Extension as a research location can be seen in table 2.

**Table 2. BP3K Agricultural Extension Institution Nania Agricultural Extension Officer**

| Institutional | Agricultural Extension | Working Area |
|---|---|---|
| UPTD Coordinator | 2 | Teluk Ambon Baguala District<br>South Leitimur District<br>Teluk Ambon District |
| Civil servant / functional extension | 25 | |


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| | | |
|---|---|---|
| TB/THLPP | 6 | |
| Veterinary Officer | 1 | |
| Sum | 34 | |

Data Source: Department of Agriculture and Food Crops, 2023

With the number of agricultural extension institutions as shown in table 2, it turns out that the implementation of agricultural extension service performance has not fully guaranteed the needs of farmers in the Ambon Baguala Bay work area, especially in Paso Village, because the number of agricultural extension workers in Passo Village is only one person who fosters one Farmer Group Association (GAPOKTAN) consisting of 11 farmer groups. In addition, extension workers also fostered 1 group of home yard utilization in Lateri. This fact is contrary to Law Number 19 of 2013 which should provide at least one agricultural extension worker in building one village. In addition, in the Annex to the Regulation of the Minister of Agriculture Number: 72 / Permentan / Ot.140 / 10/2011 Date: October 31, 2011 concerning Guidelines for the Formation of Functional Positions of Agricultural Extension Workers states that the placement of Agricultural Extension Workers in villages / kelurahan is determined as follows: a) If in one village there are greater or equal to 8 (eight) farmer groups, then 1 (one) Agricultural Extension Officer is placed; b) If in one village there are less than 8 (eight) farmer groups, then 1 (one) Agricultural Extension Officer can be placed to build 2 (two) villages. With this regulation, it is possible to vary services for extension workers. The condition of the existence of extension workers is not suitable for the excellent service of extension workers. In addition, according to Arifin (2015), in general, the existence of agricultural extension workers has not been able to provide optimal services for farmers and farmer groups. This is also a considerable challenge for extension workers to serve farmers optimally due to the development of science and technology and the era of globalization. Thus, agricultural extension services to assisted farmers need to be improved so that the competence of farmers increases to face the development of science and technology and the global market.

Tjiptono (2005) revealed that performance can be measured through the level of farmer satisfaction in obtaining services from their extension services. If the extension service is carried out correctly, continuously and consistently, the level of farmer satisfaction will also be high which has an impact on improving the quality of farmers. The quality of agricultural extension services is expected to meet the needs and desires of


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farmers. Farmers who are satisfied with agricultural extension services will make changes in farming that enable them to achieve success.

Based on these reviews and considering that there has never been a measurement of the level of satisfaction at BP3K Nania Agricultural Extension Workers, it is necessary to conduct research that can measure the level of farmer satisfaction with the performance of agricultural extension services with the title "The Level of Farmer Satisfaction with Field Agricultural Extension Services in Passo Village Farmer Group, Baguala District, Ambon City".

## RESULTS AND DISCUSSION

### Respondent Characteristics

The respondents in this study were farmers of horticultural crops and food crops who were registered and active in farmer groups in the Paso Village area. The characteristics of the respondents studied were age, gender, recent education, land area and farming experience.

### Age of Respondents

The age of farmers is one of the important factors for cultivating agricultural land. Age affects the physical ability of farmers in cultivating agricultural land. The age distribution of farmers taken as respondents in this study can be seen in the following table 3.

**Table 3. Distribution of respondents by age**

| Age (Years) | Number (People) | Percentage (%) |
|---|---|---|
| <15 (Not Productive Yet) | 0 | 0 |
| 15-64 (Productive) | 28 | 90,32 |
| >64 | 3 | 9,68 |
| Sum | 31 | 100 |

*Primary Data processed, 2023*

Based on the results of the study in Table 6, it can be seen that more respondents are in the productive age category (15-64 years), which is 28 people (90.32%) while those who are included in the unproductive age category are only 3 people (9.68%). Generally, productive age farmers still have strong physical energy in developing farming and self-


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potential (Susanti, et al, 2016). In addition, according to Susanti et al (2016) the tendency of farmers of productive age will be more active, easy to understand and participate in agricultural extension activities. This condition will support effectiveness in the implementation of agricultural extension services. Age also affects the absorption of material delivered by extension workers in extension activities. The older the age, the more difficult it is to absorb material (Anwar, 2021). So it can be said that farmers in Passo Village on average still have the ability to absorb material because they are still in the productive age category.

**Gender**

Sex is the sexual difference between men and women based on biological/physical factors. The distribution of farmer sex can be seen in table 7 below.

**Table 4. Distribution by Gender**

| Gender | Number (People) | Percentage (%) |
|---|---|---|
| Man | 18 | 58,1 |
| Woman | 13 | 41,9 |
| Sum | 31 | 100 |

*Processed Primary Data, 2023*

The results showed that the number of male farmers was more than female farmers with 18 men (58.1%), and 13 female respondents (41.9%). It was concluded that men have higher participation in agricultural activities, while for women themselves who are usually better known in home activities (Audu, 2009). However, in this study, women were also involved in agricultural activities and were members of farmer groups.

**Respondent Education**

The level of farmer education is one of the important factors in receiving information on innovation and new technology, especially those related to agricultural extension activities by agricultural extension workers to farmers in order to increase agricultural production (Hidayat, 2022). The distribution of farmer education in Passo Village, Teluk Ambon Baguala District can be seen in table 8 below.


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**Table 5. Distribution of respondents by education level**

| Education Level | Number (People) | Percentage (%) |
|---|---|---|
| SD | 19 | 61,3 |
| Junior High School/Junior High School/equivalent | 5 | 16,1 |
| High school/equivalent | 6 | 19, |
| S1 | 1 | 3,2 |
| Sum | 31 | 100 |

*Source: Primary Data processed,2023*

Based on table 5, it can be seen that the last level of education of respondents was more at the elementary education level, which was 19 people (61.3%). The tendency of farmers with basic education level will require time in receiving and understanding extension materials. The opinion of Manyamsari &; Mujiburrahmad (2014) states that the level of education will describe the competence of farmers in understanding and developing farming. Extension workers must be able to adjust in delivering extension materials using simple and easy-to-understand language so that the message of the material can be understood and received by farmers correctly and precisely.

**Land**

Land is one of the factors that affect agricultural production. Sugiyono (1977) grouped farmers based on land area in Indonesia into three categories, namely small-scale with agricultural land area < 0.5 Ha, medium-scale with agricultural land area of 0.5-1.0 Ha, and wide-scale with agricultural land area of > 1.0 Ha. The distribution of farmers' land area in Passo Village, Teluk Ambon District, can be seen in table 9 below.

**Table 6. Distribution of respondents by land area**

| Land Size (Ha) | Number (People) | Percentage (%) |
|---|---|---|
| <0,5 | 26 | 83,87 |
| 0,5-1,0 | 5 | 16,13 |
| >1,0 | 0 | 0 |
| Sum | 31 | 100 |

*Primary Data processed, 2023*



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Table 6 shows Quite experienced that farmers in Passo Village, Teluk Ambon Baguala District, have the most small land area of <0.5 Ha. Farmers have a small land area and the status of the land is mostly leased land. Land area is positively correlated significantly with the appearance of agricultural extension workers, meaning that the wider the land cultivated by farmers, the lower the farmer's satisfaction with the appearance of agricultural extension workers, on the contrary, the narrower the land cultivated by a farmer, the higher the satisfaction of farmers with the appearance of agricultural extension workers (Tahitu, 2013).

**Farming Experience**

The level of farming experience that farmers have will indirectly affect behavior and mindset. Farmers who have longer farming experience will be better able to plan their farms better (Hidayat, 2022). According to Soeharjo and Patong (1999), farming experience is categorized into three categories, namely inexperienced (<5 tahun), Quite experienced (5-15 tahun) and experienced (>15 years). The distribution of respondents' farming experience can be seen in the following table 7.

**Table 7. Respondents' Farming Experience**

| Farming Experience (Years) | Number (People) | Percentage (%) |
|---|---|---|
| <0,5 | 4 | 12,90 |
| 5-15 | 18 | 58,06 |
| >15 | 9 | 29,03 |
| Sum | 31 | 100 |

*Primary Data processed, 2023*

Table 7 presents data showing that farmers have more farming experience which is categorized as quite experienced, ranging from 5-15 years, which is as many as 18 people (58.06%). Farmers who are in the category of moderately experienced and experienced have a larger percentage compared to those who are less experienced. Based on this, farmers have good planning in managing rice farming in the future. Farming experience greatly influences farmers in carrying out farming activities because the longer the experience, the farmers have high knowledge, experience and skills in doing agriculture (Soeharjo and Patong, 1999).


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***Importance Performance Analisis* (IPA)**

In the study, farmers were asked to state which attributes in the questionnaire were considered very important, important, quite important, unimportant, and very unimportant which were the expectations of farmers. Similarly, those attributes whose performance was considered excellent, good, good enough, less good, and not good against 15 attributes both for interest (Expectation) and for satisfaction level (Performance), were asked to be assessed using a likter scale with five categories. For the five attributes of the level of Importance the symbol Y is used, while for the level of Satisfaction (Performance) the symbol X is used. The results of these measurements can be seen in the following table:

**Table 8. Results of Calculation of Average Level of Performance Satisfaction (X) and Importance (Y)**

| No | Attribute | X | Y |
|---|---|---|---|
| 1 | Extension workers invited farmers to avoid farmer group meetings | 2.00 | 3.97 |
| 2 | Extension workers make cooperative relationships between farmer groups and other parties | 5.00 | 4,90 |
| 3 | The extension materials offered are in accordance with what farmers need. | 4.00 | 3.32 |
| 4 | The intensity of extension workers' visits to farmer groups | 4,97 | 4.52 |
| 5 | Extension workers are responsive in providing services | 4,42 | 4.55 |
| 6 | Extension workers recap/ask farmers about problems and seek solusu (proactive attitude) | 5.00 | 4.32 |
| 7 | Extension workers teach various farming skills and conduct guidance and application | 3.45 | 3.32 |
| 8 | Extension workers receive questions and immediately answer and directly answer the correct questions | 4.97 | 4.39 |
| 9 | Extension workers attend meetings/deliberations organized by farmer groups | 4.81 | 4.23 |
| 10 | Extension workers provide reading materials, food and beverages during counseling | 2.58 | 2.81 |
| 11 | The ability of extension workers to increase productivity, quantity and quality of agricultural commodities | 3.94 | 2.58 |
| 12 | Provide training services. Course / Application of Technology to Farmers with a Polite and Friendly Attitude | 4.74 | 4.19 |
| 13 | Extension workers' ability to use local languages | 1.03 | 1.29 |
| 14 | The ability of extension workers to provide written explanations | 3.32 | 2.90 |



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| | | | |
|---|---|---|---|
| 15 | Completeness and readiness of extension aids | 4.00 | 4.03 |
| Average | | 3.88 | 3.69 |

The results of the table calculation will then be made in the Importance Performance Analysis graph. Where the Importance variable is at point Y and the Satisfaction variable is at point X, Seen in the figure

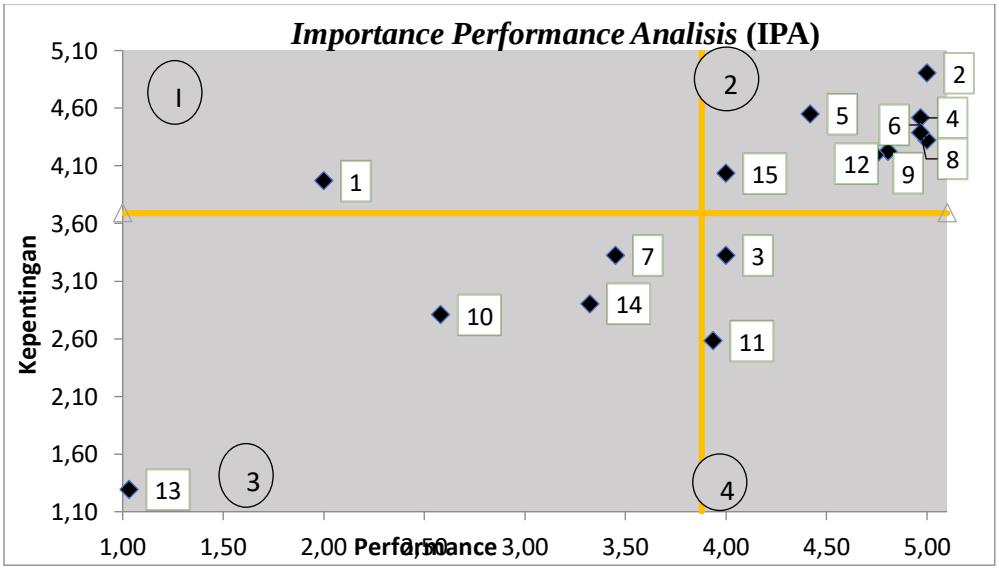



**Figure 2. Quadrant Graph Importanve Performance Analysis**

Based on the quadrant analysis graph using the cartesian diagram in figure 1 to fifteen attributes spread into four quadrants. The first quadrant has only one attribute, attribute 1 (Extension Workers Invite Farmers to Attend Farmer Group Meetings), this shows that the first attribute seen in this quadrant is considered as very important by farmers but the performance of extension workers at this time is not satisfactory so that extension workers must improve performance, this attribute is considered a top priority to improve

In the second quadrant, the attributes located in this quadrant are considered as supporting factors for farmer satisfaction. So that extension workers are obliged to maintain the performance that has become the expectations of farmers, it will be able to increase farmer satisfaction with extension services. The performance attributes of extension workers in this quadrant are number 2 (extension workers make cooperative relationships between farmer groups and other parties), number 4 (extension workers


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visit farmer groups), number 5 (extension workers are responsive in providing services), number 6 (extension workers recap or ask farmers problems and find solutions), number 8 (extension workers receive questions and directly answer and are able to answer questions correctly), number 9 (Extension workers attend meetings/deliberations organized by farmer groups), number 12 (Providing training services / courses. application of technology to farmers with a polite and friendly attitude), and number 15 (Completeness and readiness of extension teaching aids).

The third quadrant, which is an attribute with low priority (Low Importance and Low Performance) the attributes in this quadrant are number 7 (Extension workers teach various agricultural business skills and carry out guidance and application), number 10 (Extension workers provide reading materials, food and drinks during counseling), number 13 (Ability of extension workers to use local languages) and number 14 (Ability of extension workers to provide written explanations). The priority level is low and at the same time considered not too important for farmers so that extension workers do not attach too much importance to the attributes in this quadrant. It is enough just to maintain and adjust to current conditions.

The fourth quadrant, tends to overdo the attributes contained in this quadrant are number 3 (suitability of extension materials offered in accordance with what farmers need) and number 11 (Ability of extension workers to increase productivity, quantity and quality of agricultural commodities). This attribute is very much liked by farmers, but farmers prefer to improve the quality of their farming by themselves, extension workers are not too important with these attributes being

In the IPA analysis, it shows that the dominant quadrant of agricultural extension workers' work attributes is located in quadrant II. These results illustrate that agricultural extension has performed on most attributes in line with farmers' expectations. However, agricultural extension workers still need to improve and improve performance, especially on one attribute located in quadrant I and save resources on two attributes in quadrant IV so that waste does not occur.

***Customer Satisfaction Index* (CSI)**

Customer Satisfaction Index (CSI) is an analytical method in measuring farmer satisfaction with the overall performance of agricultural extension workers. Measurement of the level of farmer satisfaction with the overall performance of agricultural extension workers by considering the level of importance and level of performance of 15 attributes of agricultural extension. The results of CSI's analysis will illustrate how the


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implementation of agricultural extension activities as a whole. The results of the Customer Satisfaction Index (CSI) analysis are as follows.

**Table 9. Customer Satisfaction Index (CSI) Analysis Results**

| Attribute Number | Average importance | Weight Faktor (%) | Average Performance Level | Weight Score |
|---|---|---|---|---|
| 1 | 3.97 | 7.17 | 2.00 | 14.34 |
| 2 | 4.90 | 8.86 | 5.00 | 44.31 |
| 3 | 3.32 | 6.01 | 4.00 | 24.02 |
| 4 | 4.52 | 8.16 | 4.97 | 40.55 |
| 5 | 4.55 | 8.22 | 4.42 | 36.33 |
| 6 | 4.32 | 7.81 | 5.00 | 39.07 |
| 7 | 3.32 | 6.01 | 3.45 | 20.73 |
| 8 | 4.39 | 7.93 | 4.97 | 39.39 |
| 9 | 4.23 | 7.64 | 4.81 | 36.71 |
| 10 | 2.81 | 5.07 | 2.58 | 13.09 |
| 11 | 2.58 | 4.66 | 3.94 | 18.36 |
| 12 | 4.19 | 7.58 | 4.74 | 35.94 |
| 13 | 1.29 | 2.33 | 1.03 | 2.41 |
| 14 | 2.90 | 5.25 | 3.32 | 17.44 |
| 15 | 4.03 | 7.29 | 4.00 | 29.15 |
| Total | 55.32 | | | |
| *Weighted Total* | | | | 411.87 |
| *Satisfaction Index* | | | | 82.37 |

*Source: Primary Data processed, 2023*

Based on Table 9, the CSI value or level of farmer satisfaction with the overall performance of extension workers was 82.37% or 0.82.37. This figure illustrates that farmers are classified as very satisfied with the performance of agricultural extension services. CSI values with a range of 0.81-1.00 are in the very satisfied category (Aritonang, 2005). The form of farmer satisfaction with the performance of agricultural extension workers can be seen in the activeness of farmers in complaining about problems and the ability of extension workers to receive and provide solutions to problems to form satisfaction with the performance of agricultural extension workers. Overall,


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farmers are very satisfied with the performance of agricultural extension workers, but extension workers still need to make improvements and improve performance in order to achieve 17.63% farmer satisfaction which is still below the satisfaction level.

## CONCLUSION

Based on the results of the research above, several research conclusions were obtained regarding the Level of Farmer Satisfaction with Agricultural Extension Services in Passo Village, Telu Ambon Baguala District, Ambon City, the conclusions are as follows:

1. The level of farmer satisfaction with extension services must pay attention to 1 main priority point in the Inportance Performance Analisys (IPA), so that farmers' expectations to attend farmer group meetings can be evenly distributed to all farmers.
2. The level of performance of agricultural extension workers to farmer groups reached 82.37% so it was said to be very satisfied seen from farmers always consulting with extension workers on agricultural problems faced.

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