International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Analysis of Plasma Farmers' Satisfaction Levels in the Implementation of Partnership with PT. Ciomas Adisatwa in Wonggeduku District, Konawe Regency

Muh. Ikhawan Alif Al Maragi[1], Ilma Sarimustaqiyma Rianse[2], Yusriadin[3]

[1] Alumnus of the Department of Agribusiness, Faculty of Agriculture, Halu Oleo University, Kendari, Indonesia

[2,3]Lecturer and Instructor at the Faculty of Agriculture, Halu Oleo University, Kendari, Indonesia

Corresponding Author: anchafams@gmail.com

Abstract

This study aims to determine the level of satisfaction of plasma farmers with the implementation of the partnership program run by PT. Ciomas Adisatwa in Wonggeduku District, Konawe Regency. This partnership is expected to increase farmers' income. The research population consisted of all 8 plasma farmers in Wonggeduku District who collaborated with PT. Ciomas Adisatwa, and data collection was carried out using the census method. Primary data were obtained through interviews using questionnaires, while secondary data were sourced from the Central Statistics Agency (BPS) and relevant government agencies. Data analysis employed descriptive methods for partnership patterns and interval class calculations with a Likert scale for satisfaction levels. The results indicate that the overall satisfaction level of plasma farmers falls into the "satisfied" category, with an average score of 62. The aspects that received the highest satisfaction scores were the quality of feed provided (score 65) and the speed of harvest payment (score 65), both categorized as "very satisfied." Conversely, the aspects with the lowest satisfaction scores were the application of the DOC (Day Old Chick) contract price (score 60), the application of the feed contract price (score 60), and the provision of bonuses (score 60), all of which were categorized as "satisfied." The findings of this study conclude that farmers in Wonggeduku District, Konawe Regency, are generally satisfied with the PT. Ciomas Adisatwa partnership. The findings of this study conclude that farmers in Wonggeduku District, Konawe Regency, are generally satisfied with the PT. Ciomas Adisatwa partnership, although there is room for improvement in contract pricing and bonus provision to optimize farmer satisfaction.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Keywords: Farmer Satisfaction, Nucleus Plasma Partnership, Broiler Chicken

INTRODUCTION

The livestock sector plays a crucial role in supporting national food security, particularly in providing affordable sources of animal protein for the population. One of the livestock commodities with significant potential for development in Indonesia, especially in Southeast Sulawesi, is broiler chicken (meat-type breed). Broiler chickens are the result of crossbreeding high-quality chickens with high productivity in meat production and relatively lower prices compared to other animal protein sources (Rasyaf, 1994). This makes broiler chickens the primary choice for meeting the public's meat consumption needs.

In order to increase livestock production and farmers' income, the government encourages the implementation of business partnership programs in the livestock sector, as mandated by Law Number 18 of 2009 article 3 paragraph 1, which states that farmers can establish business partnerships in the field of livestock farming based on the principles of fairness and mutual benefit. Partnerships are seen as a strategy capable of addressing various challenges frequently faced by farmers, such as limited capital, technology, market access, and business management (Firwiyanto, 2008).

According to data from the Central Statistics Agency (BPS) of Southeast Sulawesi Province, broiler chicken production has seen a significant increase year over year, rising from 4,184,408 kg in 2019 to 11,254,110 kg in 2023, or an increase of 7,069,702 kg over a five-year period (BPS, 2024). This increase indicates the significant potential of the broiler chicken farming industry in this region and the importance of support from a good partnership system.

Partnerships between core companies and plasma farmers are generally carried out in the form of contract farming, where core companies provide production facilities such as DOC (Day Old Chick), feed, medicines, and technical guidance, while plasma farmers provide housing, labor, and carry out livestock maintenance (Suharno, 2005). PT. Ciomas Adisatwa is one of the companies implementing a partnership system in the broiler chicken farming sector, particularly in Wonggeduku Sub-district, Konawe District. The company plays a crucial role in supporting farmers by providing production inputs, training, and market guarantees with stable contract prices.

One of the provisions in this partnership is that plasma farmers are not allowed to sell their production to parties outside PT. Ciomas Adisatwa, because the company has set a contract price that was agreed upon from the outset. For farmers, this system provides the advantage of market certainty and prices that are not affected by market fluctuations. On the other hand, the

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

core company acts as the sole buyer of the production output and the primary supplier of inputs (Ramadhani, 2014).

Although this partnership system provides many benefits for farmers, such as ease in obtaining production capital and certainty of purchase of their harvest, the level of farmer satisfaction with the core company is a very important aspect. Farmer satisfaction will affect the sustainability and stability of the partnership relationship. If farmers are satisfied, they are more likely to maintain the cooperation, even when faced with competition from other partner companies.

Thus, to determine the effectiveness of the partnership run by PT. Ciomas Adisatwa, it is necessary to conduct research on the level of satisfaction of plasma farmers who are partners with the company in Wonggeduku District, Konawe Regency. This research is expected to provide an overview of the success of the partnership program and serve as material for evaluation in improving the quality of cooperation between the core company and plasma farmers.

METHOD

This research was conducted in Wonggeduku District, Konawe Regency. The location was selected purposively, considering that farmers in Wonggeduku District, Konawe Regency, have been partnering with PT. Ciomas Adisatwa from February to June 2025. The population in this study consists of all plasma farmers in Wonggeduku Sub-district, Konawe District, who are partnered with PT. Ciomas Adisatwa, totaling 8 individuals. The sample was determined using the census method.

The data collection techniques used in this study include interviews, documentation, and literature review. Interviews were conducted directly with farmers in Wonggeduku Sub-district, Konawe Regency, who are partnered with PT. Ciomas Adisatwa using a questionnaire as a guide for the interview. Documentation was conducted by collecting and analyzing documents deemed relevant and supportive of the research problem. Meanwhile, literature review was conducted by searching various records or official written documents published by the Central Statistics Agency or other institutions related to the research topic.

The data analysis used in this study is descriptive analysis through data collection, data reduction, data presentation, and conclusion drawing. Class intervals are used to address the second objective, which is to determine the level of satisfaction of plasma farmers in the implementation of the partnership between PT. Ciomas Adisatwa and the Wonggeduku Sub-district in Konawe District. Class intervals can be formulated as follows (Sugiyono, 2011):

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

$$Class\ Interval = \frac{Highest\ Score - Lowest\ Score}{Number\ of\ Classes}$$

$$= \frac{(15\ x\ 5) - (15\ x\ 1)}{5}$$

Data processing in this study used the Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena (Sugiyono, 2015). The categories of satisfaction levels can be seen in the following table:

Table 1 Satisfaction level categories of plasma farmers in the implementation of the partnership with PT. Ciomas Adisatwa

Score	Level of Satisfaction of Plasma Farmers
15	Dissatisfied (TP)
27	Somewhat satisfied (KP)
39	Satisfied (CP)
51	Satisfied (S)
63	Very satisfied (VS)

Table 2 The statements are based on variables and indicators

Service	Service Attributes	Category				
		TP	KP	CP	P	SP
Production Facility Services	Implementation of contract prices for DOC (*Day Old Chick*)					
	Implementation of feed contract prices					
	Implementation of OVK (Vaccines and Medicines) Contract Prices					
	Quality of DOC (*Day Old Chick*) feed					
	Quality of OVK (Vaccines and Medicines)					
	Feed quality					
	Accuracy of DOC (*Day Old Chick*) feed supply					
	Accuracy of feed supply					

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

	Technical guidance on maintenance management					
Technical services for cultivation	Material guidance services					
	Accuracy/timeliness of harvest					
	Response to complaints					
Post-Harvest Services	Price conformity of harvested products					
	Bonus provision					
	Speed of payment for harvested products					

RESULTS AND DISCUSSION

Farmers' Satisfaction Level

Satisfaction is the level of feeling an individual experiences after comparing the performance or results they perceive with their expectations. Plasma farmers' satisfaction is an important factor that must be considered in the development of partnership businesses. The level of satisfaction of plasma farmers toward the core company will have a positive impact on the sustainability of the partnership business. Plasma farmers who are satisfied are more likely to maintain their cooperation with the core company.

The assessment of plasma farmers' satisfaction with the implementation of the partnership can be outlined in the following points.

Production Facilities Services

Production facility services in this study include the implementation of contract prices (DOC, feed, OVK), the quality of saporanak (DOC, feed, OVK), the timeliness of feed and DOC supply, and technical guidance on maintenance management. Based on the research findings, it was found that all production facility services were categorized as Satisfactory (2.60–3.39). For more details, please refer to the table below;

Table 3 Production Support Services

Service	Service Attributes	Category: Satisfactory (2.60–3.39)	
		n	$\bar{x}$
Production Facility Services	Implementation of DOC contract prices	32	4
	Implementation of feed contract prices	32	4

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

	Implementation of OVK contract prices	34	4.25
	Quality of DOC saporanak	33	4.12
	OVK quality	35	4.37
	Feed quality	33	4.12
	Accuracy of saporanak DOC provision	34	4.25
	Accuracy of feed supply	34	4.25
	Technical guidance on maintenance management	32	4

Source: Data processed in 2025

Based on Table 3 above, the production facility services can be explained as follows;

1. The level of satisfaction of farmers regarding the implementation of contract prices for day-old chicks (DOC) indicates that, on average, farmers are satisfied with an average score of 4.00. This suggests that the contract prices set by the company for farmers are considered appropriate and in line with expectations. According to Kotler and Keller (2016), one of the benefits of implementing contract prices is providing income certainty for farmers, enabling them to plan their finances more effectively. This certainty has a positive impact on farmers' satisfaction levels in operating broiler chicken farming through a partnership system.
2. The level of satisfaction among farmers regarding the implementation of OVK contract prices, on average, farmers responded very satisfied with an average score of 4.25 (very satisfied). According to Kotler and Keller (2016), one of the benefits of contract pricing is providing income certainty for farmers. With a contract, farmers can better plan their finances, which can enhance their satisfaction. Therefore, based on the scores obtained, it can be concluded that the contract prices offered by the company to farmers are considered very good.
3. The level of farmer satisfaction with DOC quality, on average, farmers were satisfied with an average score of 4.12. According to Kotler and Keller (2016), product quality is one of the main factors influencing customer satisfaction. In the context of livestock production, the quality of feed, seeds, and equipment must meet the standards expected by farmers to ensure the health and productivity of livestock. Therefore, based on the scores obtained, it can be concluded that the quality of DOC (Day Old Chicks) provided meets the expectations of farmers.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

4. The level of farmer satisfaction with the quality of feed provided is high, with an average score of 4.37. According to Kotler and Keller (2016), product quality is one of the main factors influencing customer satisfaction. In the context of livestock production, the quality of feed, seeds, and equipment must meet the standards expected by farmers to ensure the health and productivity of livestock. Therefore, based on the scores obtained, it can be concluded that the quality of feed provided has fully met the farmers' standards.
5. The level of farmer satisfaction with OVK quality, on average, farmers are satisfied with an average score of 4.12. According to Kotler and Keller (2016), product quality is one of the main factors influencing customer satisfaction. In the context of livestock production, the quality of feed, seeds, and equipment must meet the standards expected by farmers to ensure the health and productivity of livestock. Therefore, based on the scores obtained, it can be concluded that the quality of OVK (vaccines and medications) provided is in line with what farmers desire.
6. The level of farmer satisfaction with the timeliness of feed supply is high, with an average score of 4.25. Generally, feed should be available before the arrival of the livestock (DOC). Feed availability before the arrival of livestock ensures that the animals can immediately obtain the nutrients needed for growth and health. Delays in feed supply can cause stress in animals and disrupt their adaptation process. Therefore, based on the scores obtained, it can be concluded that the timeliness of livestock feed supply is highly accurate.
7. The level of satisfaction of farmers regarding the accuracy of DOC supply, on average, farmers are very satisfied with an average score of 4.25. According to Kotler and Keller (2016), they state that customer satisfaction, including farmers, is highly dependent on the quality of the products received. In the context of chicken seed supply, the timeliness and quality of the seeds provided will directly affect farmer satisfaction. Therefore, from the scores obtained, it can be concluded that the timeliness of DOC (Day Old Chick) supply is very timely or very good.
8. The level of farmer satisfaction with technical guidance on maintenance management is high, with an average score of 4.00. According to Palmarudi and Kasim (2017) in agribusiness partnerships, intensive technical guidance strengthens technology transfer and accelerates the mastery of maintenance management. The better the technical guidance provided, the higher the farmers' satisfaction with the core company partner. Therefore, based on the scores obtained, it can be concluded that the technical guidance

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

and maintenance management provided assist farmers in mastering maintenance management.

Technical Services

Technical services in this study consist of material guidance, harvest timing accuracy, and response to complaints. Based on the research findings, all technical services were categorized as "Satisfactory" (2.60–3.39). For further details, please refer to the table below;

Table 4 Technical Cultivation Services Table

Service	Service Attribute	Category: Satisfactory (2.60–3.39)	
		n	$\bar{x}$
Technical Services for Aquaculture	Material Guidance Services	3	4
	Accuracy/timeliness of harvest	33	4.12
	Response to complaints	32	4.0

Source: data processed in 2025

Based on Table 4 above, it can be explained that the technical services for aquaculture in this study are as follows:

1. The level of satisfaction of farmers with the services and guidance provided, as well as the timeliness of harvest, revealed that on average, farmers were satisfied with an average score of 4.12 for both aspects. This high score indicates that farmers received good guidance services, including in terms of speed, accuracy, and reliability of service. According to Kotler and Keller (2016), ease of access to services and guidance greatly influences customer satisfaction levels. When farmers can easily obtain information and technical guidance, their satisfaction with the partner company increases. Additionally, the timeliness of harvest is also an important factor in partnerships. According to Binswanger and Rosenzweig (1986), good coordination between plasma farmers and core companies is essential to ensure harvest certainty. If companies provide harvest schedule information accurately and clearly, farmers will feel more valued and supported. Thus, it can be concluded that guidance services and coordination of harvest timing between farmers and partner companies have been effective and have had a positive impact on farmer satisfaction levels.
2. The level of farmer satisfaction with the response to complaints, on average, farmers are satisfied with an average score of 4.00. According to Zeithaml, Parasuraman, and Berry

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

(1990), the speed of responding to customer complaints is very important. If farmers feel that their complaints are handled quickly, they tend to feel more satisfied. From the scores obtained, it can be concluded that farmers receive information about the results of their complaints.

Post-Harvest Services

Post-harvest service in this study consists of the appropriateness of the selling price of the harvest, the provision of bonuses, and the speed of payment for the harvest. Based on the research findings, it was found that all post-harvest services were categorized as Satisfactory (2.60–3.39). For further details, please refer to the table below.

Table 5 Post-Harvest Services

Services	Service Attributes	Category: Satisfactory (2.60 – 3.39)	
		n	$\bar{x}$
Post-Harvest Service	Price of harvested products	3	4
	Bonus payment	32	4
	Speed of payment for harvest results	35	4.37

Source: data processed in 2025

Based on Table 5 above, it can be concluded that post-harvest services in this study can be described as follows;

1. The level of farmers' satisfaction with the appropriateness of the selling price of harvest products, with an average score of 4.12. According to Kotler and Keller (2016), price fairness is one of the important factors in customer satisfaction. Therefore, based on the experts' opinions and the scores obtained, it can be concluded that the suitability of the selling price of the harvest is in line with what was agreed upon between the plasma and the core.
2. The level of farmer satisfaction with bonus payments, on average, farmers are satisfied with an average score of 4.00. According to Robles (2018), bonuses have a positive influence on satisfaction levels, meaning that, on average, farmers receive bonuses commensurate with their work value.
3. The level of farmer satisfaction with the speed of payment for harvest results, on average, farmers are very satisfied with an average score of 4.37. According to Saragih

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

(2018), the speed of payment for harvest results greatly determines trust in business partners; the faster the payment is made, the higher the level of satisfaction and loyalty toward the core company. Based on the opinions and average scores above, it can be concluded that the speed of payment from the core to the plasma is already very fast.

Table 6 Summary of Plasma Farmers' Evaluations in Wonggeduku Sub-District, Konawe District, Regarding the Implementation of Partnership with PT. Ciomas Adisatwa

No.	Service	Number (score)	Average (score)
1	Production facilities service		
2	Technical services for cultivation	497	4
3	Post-harvest services		

Source: processed data, 2025

Based on the summary data table above, obtained from 8 respondents and 15 questions, the level of satisfaction of plasma farmers in Wonggeduku Sub-district, Konawe District, in the implementation of the partnership with PT. Ciomas Adisatwa is satisfied with an average score of 4.14.

CONCLUSION

Based on the research findings, the analysis of plasma farmers' satisfaction with the implementation of the partnership with PT. Ciomas Adisatwa in Wonggeduku Sub-district, Konawe Regency, indicates satisfaction with a score of 4.14.

Recommendations It is recommended that the company improve its performance to foster good relations between farmers and the company. With the increasing number of partnership companies, good performance will attract more plasma farmers.

REFERENCE

Badan Pusat Statistic. 2024. Produksi Daging Unggas Menurut Kabupaten/Kota Dan Jenis UnggasHttps://Sultra.Bps.Go.Id/Id/StatisticsTable/1/Ndy4osmx/Produksi- Daging-Unggas-Menurut-Kabupaten-Kota-DanJenis--Unggas--Kg---2022- Dan-2023.Html. 14 Februari 2025.

Binswanger, H. P., & Rosenzweig, M. R. (1986). Behavioural and material determinants of production relations in agriculture. The Journal of Development Studies, 22(3), 503-539.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Firwiyanto, M, 2008, Analisis Pendapatan Dan Tingkat Kepuasan Peternak Terhadap Pelaksanaan Kemitraan Ayam Broiler. Institut Pertanian Bogor.

Kotler, Philip and Keller Kelvin Lane.(2016). Marketing Management.(15th global edition) Edinburgh: Pearson Education.(679 pp)." Kasem Bundit Journal 18.2 (2017): 180-183.

Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. 2021. Marketing Management: An Asian Perspective. Santosa, S. H., Prihatini, D., Purwanto, A.,

Palmarudi, M. dan K. Kasim. 2012. Analisis tingkat kepuasan peternak dalam pelaksanaan kemitraan usaha peternakan ayam pedaging di Sulawesi Selatan: studi kasus di Kabupaten Maros. J. Ilmu dan Teknologi Peternakan. 2 (1): 50 – 59.

Undang-Undang RI No. 9 Tahun 1995 Tentang Kemitraan

Rasyaf, M. 2002. Managemen Peternakan Ayambroiler. Jakarta: Penebar Swadaya. Reza, R. 2020. Analisis Tingkat Kepuasan Peternak Plasma Terhadap KinerjaKemitraan Pt. Prada Makmur Sejahtera Di Kabupaten Kampar (Doctoral Dissertation, Universitas Islam Negeri Sultan Syarif Kasim Riau).

Robles, Abel Santiago. 2018. "Influence of Employee Benefit on Employee Satisfaction: A Case of Five Stars Hotel in Nairobi.

Saragih, Jef Rudiantho. "Strategi pengembangan agribisnis hortikultura di wilayah pedesaan." Talenta Conference Series: Local Wisdom, Social, and Arts (LWSA). Vol. 1. No. 1. 2018.

Sugiyono. 2011. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.

Sugiyono. 2015. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta.

Suharno B. 2005. Kiat Sukses Bisnis Ayam. Penebar Swadaya, Jakarta.

Undang-Undang Pemerintah Republic Indonesia Nomrr 44 Tahun 1997 Tentang Kemitraan.

Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). Delivering quality service: Balancing customer perceptions and expectations. Simon and Schuster.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.