

## RINGKASAN

Buncis merupakan salah satu komoditas tanaman hortikultura yang memiliki potensi untuk dibudidayakan. Meskipun memiliki potensi, petani buncis di Indonesia kerap mengalami kendala pemasaran termasuk petani buncis di Kabupaten Purbalingga. Salah satu untuk mengatasi permasalahan tersebut yaitu dilakukannya kerjasama kemitraan dengan Koperasi Max Yasa. Koperasi Max Yasa di Kabupaten Purbalingga salah satunya Koperasi Max Yasa yang berfokus pada pemasaran buncis varietas lokal dan kenya. Namun dalam pelaksanaannya masih terdapat kekurangan, seperti tidak adanya perjanjian tertulis, harga yang ditawarkan selalu berubah, ketidaksesuaian waktu pembayaran hasil, ketidaksesuaian waktu pengiriman benih, kualitas benih yang tidak selalu baik, respon dari Koperasi Max Yasa yang tidak merata pada setiap wilayah kemitraan, dan lain-lain. Oleh karena itu, penelitian ini bertujuan untuk mengetahui karakteristik petani buncis lokal yang bermitra, tingkat kepuasan petani buncis lokal yang bermitra, serta atribut yang perlu diperbaiki untuk meningkatkan kepuasan petani buncis lokal terhadap pola kemitraan dengan Koperasi Max Yasa di Kabupaten Purbalingga.

Metode penelitian yang digunakan adalah studi kasus dengan rancangan pengambilan sampel yaitu *purposive sampling*. Responden penelitian sebanyak 40 orang petani buncis lokal yang tergabung dalam kemitraan dengan Koperasi Max Yasa di Kabupaten Purbalingga dengan mengambil tiga desa kemitraan yaitu Desa Serang, Bumisari, dan Karangjengkol. Analisis data menggunakan deskriptif, *Customer Satisfaction Index* (CSI), dan *Importance Performance Analysis* (IPA) dengan variabel-variabel yang akan diukur adalah Kepedulian (*Empathy*), Jaminan (*Assurance*), Keandalan (*Reliability*), Ketanggapan (*Responsive*), dan Bukti fisik (*Tangibles*).

Hasil analisis deskriptif menunjukkan karakteristik petani buncis lokal yang bermitra berdasarkan usia yaitu pada usia produktif 15 – 64 tahun sebanyak 38 orang, jenis kelamin laki-laki sebanyak 39 orang, tingkat pendidikan SD sebanyak 26 orang, dan asal Desa Serang sebanyak 23 orang. Kemudian hasil analisis *Customer Satisfaction Index* (CSI) menunjukkan bahwa tingkat kepuasan petani buncis lokal terhadap pola kemitraan dengan Koperasi Max Yasa mendapat skor sebesar 56,868 persen artinya petani mitra merasa “cukup puas” terhadap pola kemitraan yang sudah terjalin. Hasil analisis IPA diperoleh atribut yang perlu diprioritaskan untuk dipertahankan kinerjanya oleh Koperasi Max Yasa yaitu ketepatan waktu pengiriman benih, ketepatan waktu pembayaran hasil, respon terhadap segala keluhan, dan kualitas benih yang diberikan.

## SUMMARY

*Beans are one of the horticultural commodities that have the potential to be cultivated. Despite their potential, bean farmers in Indonesia often experience marketing constraints, including bean farmers in Purbalingga Regency. One way to overcome this problem is to carry out partnership cooperation with partner companies. One of the partner companies in Purbalingga Regency is the Max Yasa Cooperative which focuses on marketing local and Kenyan varieties of beans. However, in its implementation there are still shortcomings, such as the absence of a written agreement, the price offered is always changing, the timing of payment of results is not appropriate, the timing of seed delivery is not appropriate, the quality of seeds is not always good, the response from partner companies is not evenly distributed in each partnership area, and others. Therefore, this study aims to determine the characteristics of local bean farmers who are partners, the level of satisfaction of local bean farmers who are partners, and the attributes that need to be improved to increase the satisfaction of local bean farmers towards the partnership pattern with the Max Yasa Cooperative in Purbalingga Regency. The research method used is a case study with a sampling design, namely purposive sampling. The respondents of the study were 40 local bean farmers who were members of a partnership with the Max Yasa Cooperative in Purbalingga Regency by taking three partnership villages, namely Serang, Bumisari, and Karangjengkol Villages. Data analysis used descriptive, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA) with the variables to be measured being Empathy, Assurance, Reliability, Responsiveness, and Tangibles.*

*The results of the descriptive analysis showed the characteristics of local chickpea farmers who partnered based on age, namely at the productive age of 15 – 64 years old as many as 38 people, male sex as many as 39 people, elementary education level as many as 26 people, and from Serang Village as many as 23 people. Then the results of the Customer Satisfaction Index (CSI) analysis showed that the level of satisfaction of local chickpea farmers with the partnership pattern with the Max Yasa Cooperative scored 56.868 percent, meaning that partner farmers felt "quite satisfied" with the partnership pattern that had been established. The results of the science analysis obtained attributes that need to be prioritized to maintain their performance by the Max Yasa Cooperative, namely the timeliness of seed delivery, the timeliness of payment of results, response to all complaints, and the quality of the seeds provided.*