

ABSTRAK

PERANCANGAN *KEY PERFORMANCE INDICATOR* (KPI) UNTUK EVALUASI KUALITAS PELAYANAN AGRO TECHNO PARK NGAWI BERDASARKAN MODEL CARTER DAN METODE *ANALYTICAL HIERARCHY PROCESS* (AHP)

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Agro Techno Park Ngawi (ATP Ngawi) merupakan Unit Pelaksana Teknis (UPT) di bawah Dinas Ketahanan Pangan dan Pertanian Kabupaten Ngawi (DKPP Ngawi) yang berperan dalam memberikan layanan agroteknologi terpadu melalui edukasi, pelatihan, pengelolaan kawasan, serta penerapan teknologi pertanian modern sesuai Peraturan Bupati Ngawi Nomor 20 Tahun 2022. Penelitian ini bertujuan untuk merancang *Key Performance Indicator* (KPI) guna mengevaluasi kualitas pelayanan ATP Ngawi berdasarkan model CARTER (*Compliance, Assurance, Reliability, Tangible, Empathy, dan Responsiveness*) dan metode *Analytical Hierarchy Process* (AHP). Penelitian difokuskan pada identifikasi kriteria dan indikator yang relevan, penentuan bobot kepentingan menggunakan metode AHP dengan bantuan *software* Expert Choice, serta penilaian kesesuaian kinerja pelayanan. Data diperoleh melalui 4 jenis kuesioner yang disebarkan kepada pengelola ATP Ngawi dan pejabat struktural DKPP Ngawi. Melalui pengolahan data dengan Expert Choice, diperoleh 6 kriteria dan 18 indikator yang relevan, dengan kriteria *reliability* dan *tangible* memiliki bobot tertinggi. Hasil penilaian menunjukkan 6 indikator berada pada kategori sesuai, 4 indikator berada pada kategori tidak sesuai, dan 8 indikator berada pada kategori sangat tidak sesuai, dengan rata-rata skor tertimbang ternormalisasi sebesar 0,285; sebanyak 6 indikator berada di atas rata-rata dan 12 indikator berada di bawah rata-rata.

Kata kunci: *Key Performance Indicator* (KPI), Kualitas Pelayanan, Agro Techno Park Ngawi, Model CARTER, *Analytical Hierarchy Process* (AHP)

ABSTRACT

DESIGN OF KEY PERFORMANCE INDICATOR (KPI) FOR EVALUATING THE SERVICE QUALITY OF AGRO TECHNO PARK NGAWI BASED ON THE CARTER MODEL AND THE ANALYTICAL HIERARCHY PROCESS (AHP)

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Agro Techno Park Ngawi (ATP Ngawi) is a Technical Implementation Unit (UPT) under the Department of Food Security and Agriculture of Ngawi Regency (DKPP Ngawi), which plays a strategic role in providing integrated agrotechnology services through education, training, area management, and the application of modern agricultural technologies in accordance with Ngawi Regent Regulation No. 20 of 2022. This study aims to design Key Performance Indicator (KPIs) to evaluate the quality of ATP Ngawi's services based on the CARTER model (Compliance, Assurance, Reliability, Tangible, Empathy, and Responsiveness) and the Analytical Hierarchy Process (AHP) method. The research focuses on identifying relevant criteria and indicators, determining the weight of importance using the AHP method with the assistance of Expert Choice software, and assessing the conformity of service performance. Data were obtained through 4 types of questionnaires distributed to ATP Ngawi management and structural officials of DKPP Ngawi. The data processing using Expert Choice resulted in 6 criteria and 18 relevant indicators, with Reliability and Tangibles having the highest weights. The evaluation results show that results show that 6 indicators are in the appropriate category, 4 indicators are in the inappropriate category, and 8 indicators are in the very inappropriate category, with an average normalized weighted score of 0.285; 6 indicators are above the average and 12 indicators are below the average.

Keywords: *Key Performance Indicator (KPI), Service Quality, Agro Techno Park Ngawi, Carter Model, Analytical Hierarchy Process (AHP) .*