

RINGKASAN

Usahatani padi dengan perlakuan organik adalah sistem budidaya yang menggunakan metode dan input organik tanpa bahan kimia sintesis, namun belum tersertifikasi atau masih dalam masa transisi menuju organik penuh. Masa transisi menghadirkan tantangan teknis, ekonomi, dan kelembagaan. Oleh karena itu, peran penyuluh pertanian sangat krusial sebagai pendamping dan penghubung petani dengan sumber daya, seperti bahan baku organik dan informasi pasar. Kepuasan petani terhadap proses transisi bergantung pada sejauh mana penyuluh memenuhi kebutuhan teknis, informasi, dan akses tersebut. Penelitian ini bertujuan: (1) mengukur tingkat kepuasan petani padi terhadap kualitas layanan penyuluh dalam pendampingan padi organik; (2) menilai tingkat kepentingan atribut layanan; dan (3) merumuskan langkah perbaikan atribut layanan penyuluh di Desa Lemberang, Kecamatan Sokaraja, Kabupaten Banyumas.

Metode yang digunakan adalah studi kasus kuantitatif dengan sensus 16 petani pengguna perlakuan organik. Data primer dikumpulkan menggunakan kuesioner Likert (dimensi *service quality*), didukung observasi dan studi pustaka. Validitas indikator berkisar 0,506–0,828 dan reliabilitas tinggi dengan nilai *Cronbach's alpha* tingkat kepentingan sebesar 0,923 dan tingkat kepuasan sebesar 0,911. Analisis utama meliputi *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA).

Hasil penelitian menunjukkan bahwa tingkat kepuasan petani terhadap kinerja penyuluh pertanian termasuk kategori puas dengan nilai *Customer Satisfaction Index* (CSI) sebesar 76,75%. Atribut yang paling berpengaruh terhadap kepuasan petani ialah kejelasan komunikasi, keramahan, serta kecepatan tanggapan penyuluh terhadap kebutuhan di lapangan. Sementara itu, beberapa atribut yang perlu diperbaiki meliputi konsistensi hubungan jangka panjang antara penyuluh dan petani, ketepatan informasi, kepatuhan terhadap standar penyuluhan organik, serta ketersediaan sarana dan penampilan profesional penyuluh. Berdasarkan analisis *Importance Performance Analysis* (IPA), langkah-langkah perbaikan yang disarankan mencakup: (1) peningkatan pemantauan pasca-penyuluhan melalui kunjungan berkala; (2) pelatihan lanjutan bagi penyuluh terkait pertanian organik dan komunikasi partisipatif; (3) penyediaan media dan fasilitas pendukung yang memadai; (4) penguatan kerja sama dengan lembaga pertanian dan kelompok tani; serta (5) penerapan mekanisme umpan balik dua arah antara petani dan penyuluh. Pelaksanaan langkah-langkah tersebut diharapkan mampu meningkatkan kualitas pelayanan, memperkuat kepercayaan petani terhadap penyuluh, serta mendorong keberlanjutan praktik padi organik di Desa Lemberang hingga mencapai kategori sangat puas.

SUMMARY

Rice farming that employs organic treatments is a cultivation system based on organic methods and inputs without synthetic chemicals; however, it has not yet been certified or remains in transition toward fully organic status. The transition period poses technical, economic, and institutional challenges. Consequently, agricultural extension agents play a crucial role as facilitators and intermediaries linking farmers to necessary resources, such as organic inputs and market information. Farmers' satisfaction with the transition process depends on the extent to which extension agents meet these technical, informational, and access needs. This study therefore aims to (1) measure farmers' satisfaction with the quality of extension services during organic rice production assistance, (2) assess the importance of service attributes, and (3) formulate improvement measures for extension service attributes in Desa Lemberang, Kecamatan Sokaraja, Kabupaten Banyumas.

The study employed a quantitative case-study design with a census of 16 farmers practicing organic treatments. Primary data were collected using Likert-scale questionnaires based on service-quality dimensions and were complemented by observations and literature review. Indicator validity coefficients ranged from 0.506 to 0.828, and instrument reliability was high (Cronbach's alpha = 0.923 for importance and 0.911 for satisfaction). The main analyses comprised the Customer Satisfaction Index (CSI) to calculate aggregated satisfaction and Importance-Performance Analysis (IPA) to map service attributes into priority quadrants for improvement.

The results indicate that farmers' satisfaction with the performance of agricultural extension officers was satisfied, with a Customer Satisfaction Index (CSI) score of 76.75%. The most influential factors contributing to satisfaction were clear communication, friendliness, and the officers' responsiveness to farmers' needs. Conversely, attributes requiring improvement include the consistency of long-term relationships, accuracy of information, compliance with organic extension standards, and adequacy of facilities and staff professionalism. Based on the Importance Performance Analysis (IPA), the recommended improvements comprise: (1) strengthening post-extension monitoring through periodic visits; (2) providing advanced training on organic farming and participatory communication; (3) improving supporting media and extension facilities; (4) enhancing collaboration with agricultural institutions and farmer groups; and (5) developing a two-way feedback mechanism between farmers and extension officers. These efforts are expected to enhance service quality, build farmers' trust, and promote the long-term sustainability of organic rice farming in Lemberang Village, ultimately raising satisfaction to the very satisfied level.