

RINGKASAN

Gula kelapa kristal merupakan komoditas unggulan Kabupaten Banyumas yang berorientasi pada pasar nasional dan ekspor, dengan keberlanjutan produksi yang sangat bergantung pada perajin dan efektivitas kemitraan agribisnis. PT. Holos Integra merupakan perusahaan yang menjalin kemitraan dengan perajin gula kelapa kristal organik di wilayah tersebut. Dalam beberapa tahun terakhir terjadi penurunan jumlah perajin mitra yang diikuti oleh penurunan luas lahan, jumlah pohon kelapa produktif, dan volume produksi. Penurunan jumlah mitra dipengaruhi oleh faktor dari sisi perajin dan perusahaan. Dari sisi perajin, keterbatasan ketersediaan nira akibat berkurangnya pohon kelapa produktif, penurunan kapasitas produksi, serta kendala regenerasi mendorong sebagian perajin beralih kemitraan atau profesi lain. Dari sisi perusahaan, penyesuaian jumlah mitra dilakukan sebagai respons terhadap penurunan permintaan pasar dan kebijakan efisiensi produksi. Kondisi tersebut menunjukkan pentingnya tingkat kepuasan perajin terhadap kinerja kemitraan dalam menjaga keberlanjutan kerja sama. Penelitian ini bertujuan untuk mengetahui pelaksanaan kemitraan, menganalisis tingkat kepuasan perajin, serta menilai kesesuaian antara tingkat kepentingan dan kinerja kemitraan PT. Holos Integra.

Penelitian ini menggunakan metode survei yang dilaksanakan di Kabupaten Banyumas, tepatnya di Desa Cirangkong dan Desa Ciwera Kecamatan Gumelar serta Desa Karang Delima Kecamatan Pekuncen. Lokasi penelitian ditentukan secara *purposive* karena merupakan sentra perajin mitra aktif perusahaan. Responden penelitian berjumlah 35 perajin gula kelapa kristal yang dipilih menggunakan metode *purposive sampling* dengan kriteria perajin aktif dan terdaftar sebagai mitra PT. Holos Integra. Data primer diperoleh melalui kuesioner berskala Likert, wawancara, dan observasi lapangan, sedangkan data sekunder diperoleh dari studi kepustakaan dan dokumen perusahaan. Analisis data dilakukan secara deskriptif dengan pendekatan *Customer Satisfaction Index* (CSI) untuk mengukur tingkat kepuasan perajin dan *Importance Performance Analysis* (IPA) untuk mengevaluasi kesesuaian antara tingkat kepentingan dan kinerja kemitraan.

Hasil penelitian menunjukkan bahwa kemitraan antara perajin dan PT. Holos Integra menerapkan pola inti-plasma, dengan perusahaan berperan dalam pembinaan teknis, pengawasan mutu, sertifikasi organik, dan pemasaran, sedangkan perajin bertanggung jawab terhadap proses produksi sesuai standar perusahaan. Nilai *Customer Satisfaction Index* (CSI) sebesar 73,86 persen menunjukkan bahwa perajin berada pada kategori puas terhadap kinerja kemitraan. Hasil *Importance Performance Analysis* (IPA) menunjukkan bahwa sebagian besar atribut kemitraan telah sesuai dengan harapan perajin, sementara beberapa aspek masih memerlukan prioritas perbaikan, meliputi pemerataan peralatan produksi, ketepatan waktu pengambilan produk, respons terhadap perubahan harga pasar, serta perhatian terhadap kesejahteraan perajin. Perbaikan pada aspek tersebut diharapkan dapat meningkatkan kepuasan perajin dan memperkuat keberlanjutan kemitraan.

SUMMARY

. Granulated coconut sugar was a leading commodity in Banyumas Regency oriented toward national and export markets, with production sustainability highly dependent on artisans and the effectiveness of agribusiness partnerships. PT. Holos Integra was a company that established partnerships with organic granulated coconut sugar artisans in the region. In recent years, a decline occurred in the number of partner artisans, followed by reductions in land area, the number of productive coconut trees, and production volume. The decrease in partner numbers was influenced by factors from both the artisans' and the company's perspectives. From the artisans' side, limited sap availability due to declining productive coconut trees, reduced production capacity, and regeneration constraints encouraged some artisans to shift partnerships or change occupations. From the company's side, adjustments in the number of partners were implemented in response to declining market demand and production efficiency policies. These conditions indicated the importance of artisans' satisfaction with partnership performance in maintaining the sustainability of cooperation. This study aimed to examine the implementation of the partnership, analyze artisans' satisfaction levels, and assess the conformity between the level of importance and partnership performance of PT. Holos Integra.

This study used a survey method conducted in Banyumas Regency, specifically in Cirangkong Village and Ciwera Village of Gumelar District, and Karang Delima Village of Pekuncen District. The research locations were purposively selected because they were centers of active partner artisans of the company. The respondents consisted of 35 granulated coconut sugar artisans selected using purposive sampling, with criteria including active production status and official partnership with PT. Holos Integra. Primary data were collected through Likert-scale questionnaires, interviews, and field observations, while secondary data were obtained from literature studies and company documents. Data analysis was conducted descriptively using the Customer Satisfaction Index (CSI) to measure artisans' satisfaction levels and Importance Performance Analysis (IPA) to evaluate the conformity between importance levels and partnership performance.

The results showed that the partnership between artisans and PT. Holos Integra applied an nucleus–plasma pattern, in which the company played roles in technical guidance, quality control, organic certification, and marketing, while artisans were responsible for production processes in accordance with company standards. The Customer Satisfaction Index (CSI) value of 73.86 percent indicated that artisans were categorized as satisfied with partnership performance. The Importance Performance Analysis (IPA) results showed that most partnership attributes met artisans' expectations, while several aspects required priority improvement, including the equitable distribution of production equipment, timeliness of product collection, responsiveness to market price changes, and attention to artisans' welfare. Improvements in these aspects were expected to enhance artisans' satisfaction and strengthen the sustainability of the partnership.