

RINGKASAN

Beras merupakan pangan pokok utama masyarakat Indonesia yang memiliki peran strategis dalam menjaga ketahanan pangan nasional. Fluktuasi produksi dan kenaikan harga beras dalam beberapa tahun terakhir berpotensi menurunkan daya beli masyarakat, khususnya kelompok berpendapatan rendah. Pemerintah melalui Perum Bulog melaksanakan Program Stabilisasi Pasokan dan Harga Pangan (SPHP) yang disalurkan melalui kegiatan Gerakan Pangan Murah (GPM) guna menjaga keterjangkauan harga beras, namun selain aspek harga, kualitas beras yang diterima konsumen juga menjadi faktor penting yang memengaruhi tingkat kepuasan dan keberhasilan program tersebut. Penelitian ini bertujuan untuk (1) menganalisis tingkat kepuasan konsumen terhadap kualitas beras SPHP Bulog dalam Program GPM di Kabupaten Banyumas, (2) mengidentifikasi atribut-atribut kualitas beras SPHP berdasarkan tingkat kepentingan dan kepuasan konsumen, serta (3) menentukan prioritas perbaikan kualitas beras SPHP dalam pelaksanaan Program GPM oleh Perum Bulog Cabang Banyumas.

Penelitian dilaksanakan di Kabupaten Banyumas pada kegiatan GPM yang diselenggarakan oleh Perum Bulog Cabang Banyumas. Metode penelitian yang digunakan adalah metode survei dengan teknik pengambilan sampel secara *purposive sampling* terhadap 100 responden konsumen beras SPHP. Data yang digunakan merupakan data primer dan sekunder. Analisis data dilakukan melalui uji validitas dan reliabilitas, analisis deskriptif, *Customer Satisfaction Index* (CSI) untuk mengukur tingkat kepuasan secara keseluruhan, serta *Importance Performance Analysis* (IPA) untuk menentukan atribut prioritas perbaikan berdasarkan tingkat kepentingan dan kinerja.

Hasil penelitian menunjukkan bahwa secara umum tingkat kepuasan konsumen terhadap kualitas beras SPHP Bulog berdasarkan nilai CSI berada pada kategori sangat puas meskipun berada pada batas bawah, yaitu sebesar 77,021%. Berdasarkan hasil IPA, atribut mutu sensori seperti aroma, kebersihan beras, keutuhan butir, tekstur nasi, serta cita rasa nasi dan harga memiliki tingkat kepentingan yang tinggi bagi konsumen. Adapun prioritas perbaikan yang terletak pada Kuadran I, yaitu atribut aroma beras yang segar dan konsistensi cita rasa nasi karena kedua atribut tersebut dinilai sangat penting namun kinerjanya belum optimal.

SUMMARY

Rice is the main staple food of the Indonesian population and plays a strategic role in maintaining national food security. Fluctuations in production and rising rice prices in recent years have the potential to reduce purchasing power, particularly among low-income groups. The government, through Perum Bulog, implements the Food Supply and Price Stabilization Program (SPHP), which is distributed through the Cheap Food Movement (GPM) to maintain rice price affordability. However, beyond price aspects, the quality of rice received by consumers is also an important factor influencing consumer satisfaction and the overall success of the program. This study aims to (1) analyze the level of consumer satisfaction with the quality of SPHP rice in the GPM program in Banyumas Regency, (2) identify the quality attributes of SPHP rice based on the level of importance and consumer satisfaction, and (3) determine priority improvements for SPHP rice quality in the implementation of the GPM program by Perum Bulog Banyumas Branch.

The research was conducted in Banyumas Regency during the implementation of the GPM program organized by Perum Bulog Banyumas Branch. The study employed a survey method using purposive sampling with 100 SPHP rice consumers as respondents. The data used consisted of primary and secondary data. Data analysis included validity and reliability tests, descriptive analysis, Customer Satisfaction Index (CSI) to measure overall satisfaction, and Importance Performance Analysis (IPA) to determine priority attributes for improvement based on their importance and performance levels.

The results indicate that, overall, the level of consumer satisfaction with the quality of SPHP rice, as measured by the Customer Satisfaction Index (CSI), falls into the very satisfied category, although it is at the lower threshold, with a value of 77.021%. Based on the Importance Performance Analysis (IPA), sensory quality attributes such as aroma, rice cleanliness, grain integrity, rice texture, as well as taste and price, are considered highly important by consumers. The priority improvements identified in Quadrant I focus on the freshness and distinctive aroma of the rice and the consistency of rice taste, as these attributes are perceived as highly important but their performance has not yet been optimal.