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ANALYSIS OF SERVICE QUALITY LIVESTOCK MARKET ON TRADERS SATISFACTION USING THE IMPORTAND PERFORMANCE ANALYSIS METHOD

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ABSTRACT

The study was conducted to determine the level of interest of traders in the quality of service provided by the Palangki Livestock Market Service, Sijunjung Regency, with the performance level of service quality provided by the Palangki Livestock Market Service, Sijunjung Regency to traders in the Palangki Sijunjung Regional Livestock Market. This type of research is a quantitative descriptive research. The sample used was 72 respondents. Sampling using non-probability with incidental sampling technique. The analytical methods used include Importance and Performance Analysis, Customer Satisfaction Index. The results of the calculation of the overall Customer Satisfaction Index on the quality of service provided by the Palangki Livestock Market Service are 55 percent, indicating that the traders of the Palangki Livestock Market are "Quite Satisfied" with the quality of service provided by the Palangki Livestock Market Service, Sijunjung Regency.

Keywords: Livestock Market, IPA, Customer Satisfaction Index.

INTRODUCTION

The market is used to revive the economy and life which includes all aspects of buying and selling which will provide benefits and convenience for the community in making transactions. The market is not only a place for economic recovery, but also reflects the cultural and social life of the people in it. Boast have 23 division market cattle which covers 4 units class market area and 19 division market cattle Regency. Between market cattle which there is in Regency Sijunjung, there is two market cattle local and regional. Market cattle local, that is. Market cow Sweet which established on year 1960 and turned on return on year 2010 with fund from STATE BUDGET, Becomes bone back market cow Cross. Market cattle regional is Market Cattle Cross which managed by units executor Technical Service Market Cattle (UPTD) Palangki which is part implementation technical operational.

The existence of the Palangki Livestock Market since it was founded in 1996 until now has had a positive impact on the development of livestock in Sijunjung Regency. Every year the Palangki Livestock Market contributes to the PAD of Sijunjung Regency. However, when viewed from the Regional Original Income (PAD) of the Palangki livestock market, it has decreased from year to year from 2019 – 2021. This has resulted in a decrease in the contribution of the Palangki livestock market to Sijunjung District PAD. Various strategies were carried out by market managers, both improving facilities and infrastructure such as those provided by the manager or manager of the livestock market to meet the needs of livestock traded at market locations which are one of the priorities so that until now the Palangki livestock market is crowded with visitors. cattle traders, are they farmers. livestock that will sell their livestock and collectors who come from various regions.

According to Tjiptono (2013), service quality is consumer perception of service excellence. In addition, when consumers have a bad experience so they are dissatisfied with the quality of services offered, a bad perception is created. Factors that affect consumer expectations which in turn can also influence consumer satisfaction with Parasuraman services in Riswandy (2010), namely (1) personal need, (2) prior knowladge, (3) consumer preferences for a service are influenced by other people, (4) external communication. One approach to service quality that is often used as a reference in market research is the SERVQUAL (Service Quality) model. According to Parasuraman et al. Farisman (2013) SERVQUAL dimension consists of five dimensions, namely: Tangibility, reliability,

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responsiveness, certainty and confidence and empathy.

According to Kotler (2016), satisfaction is feeling like or disappointed which appear when somebody compare performance (results) product which felt with he hoped alone. When performance no in accordance with hope consumer so consumer feel no satisfied to service the, with say other feel no satisfied and on the contrary when performance in accordance with hope or hope consumer so he feel satisfied. Customer satisfaction can be felt but cannot be seen. When the service is in accordance with their expectations, at that time consumers will feel satisfied and loyal. According to Kotler (2016), satisfaction is feeling like or disappointed which appear when somebody compare performance (results) product which felt with he hoped alone. When performance no in accordance with hope consumer so consumer feel no satisfied to service the, with say other feel no satisfied and on the contrary when performance in accordance with hope or hope consumer so he feel satisfied.

According to Tjiptono (2016), technique measure satisfaction consumer could use measurement live with question or statement about how much big somebody expect quality certain and how much big feeling they to quality the. Respondents evaluate suitability Among what which expected with what which accepted from service company. According to Kotler (2013), mention a number of method for measure satisfaction, that is: (1) System Complaint and Suggestion, (2) Survey Satisfaction Customer, (3) Shopping ghost (ghost shopping), (4) Analysis Lost Customer

Based on research conducted by Melinda (2017), Kue, Cheng and Chang (2018), Valle, et al (2006), Valez, et al (2018), Keshavarz and ali (2015), Adeniran and Adekunle (2017), they found that there is an influence between service quality on satisfaction. One way to increase merchant satisfaction is to improve service quality. The Palangki Livestock Market has made improving services one of the priority activities of the Livestock and Fisheries Service for 2019-2021 as stated in the Service Strategic Plan. In connection with this intention, it is necessary and appropriate to conduct a research study on the analysis of services quality livestock market for traders satisfaction to find out: What is the level of interest of traders in the quality of service provided by the management of the Palangki District Livestock Market Office. Sijunjung with the performance level of service quality provided by the Palangki Livestock Market Service to traders.

RESEARCH METHODS

This research uses a quantitative descriptive type. This research is a primary research using questionnaires, observations and interviews and secondary data, namely library research. The method of obtaining samples by *Nonprobability Sampling*

This research will be conducted in a traditional market that specifically sells livestock, namely the Palangki Livestock Market, Sijunjung Regency with a total of 72 respondents who are respondents, namely Palangki livestock market traders.

The sampling formula used is the Slovin formula with the formula:

$$n = \frac{T}{(1 + Ne^2)}$$

Where :
n = Number of respondents
N = Population size
e = Percentage of inaccuracy due to sampling error that can be tolerated (10%).

Research variable

1. Service Quality Dimensions
   a. *Tangible*
   b. *Reliability*
   c. *Responsiveness*
   d. *Assurance*
   e. *Empathy*
2. Traders Satisfaction
   As for what causes traders to feel satisfied is when the level of interest/expectation is in accordance with the level of performance provided by the service provider.

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The research framework can be seen below:

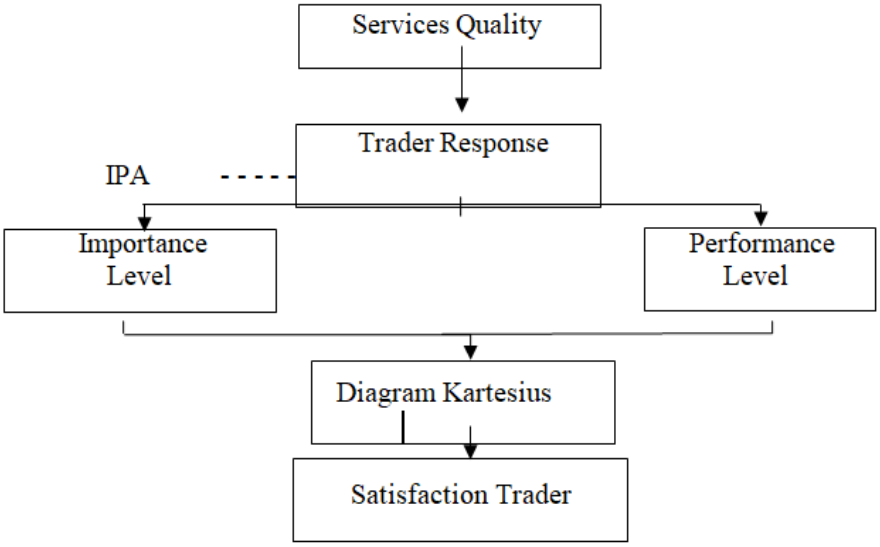

Figure 1. Research Thinking Framework

Method analysis data which used writer is method IPA (Importance analysis), that is technique analysis descriptive which introduced by John A Martalila and John C. James on year 1977. key performance Analysis and Analysis customers Satisfaction Index (CSI). IPA is technique analysis which used for determine factor performance main what which must showed by organization for ensure satisfaction user/service (provider) service.

RESULTS AND DISCUSSION

Importance and Performance Matrix

Importance and Performance Matrix is a form of diagram which is divided into four quadrants bounded by two lines that intersect perpendicularly at the point (X, Y). The X axis (horizontal axis) will fill in the performance level score, while the Y axis (vertical axis) will fill in the score for the level of importance.

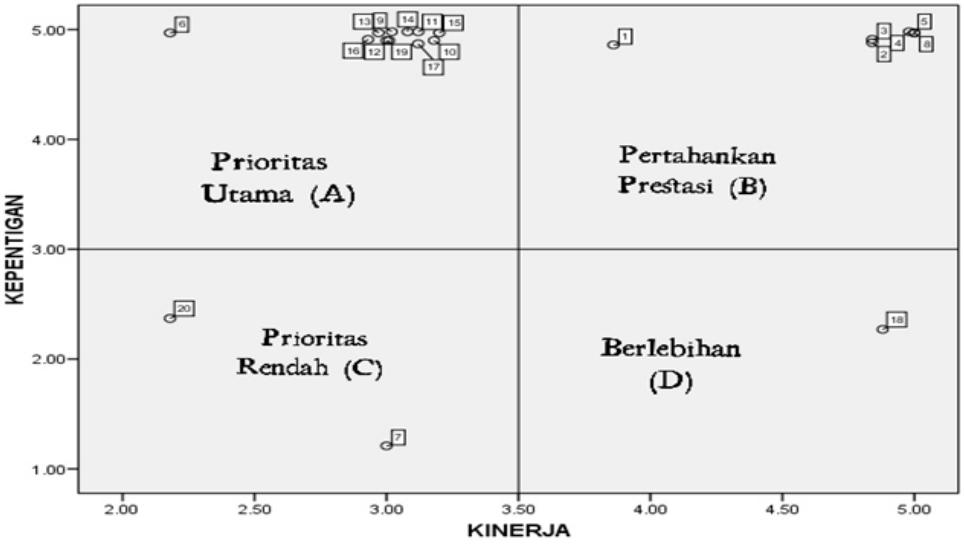

Figure 2. Cartesian Diagram (Importance-Performance Matrix)

From picture 2. seen that location attribute quality service which analyzed shared Becomes four part that is quadrant A (priority main), quadrant B (maintain performance), quadrant C (priority low)

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and quadrant D (low). Interpretation diagram Cartesian could explained as following:

A Priority main (A)

Attribute quality service on quadrant this have influence which Very big to satisfaction trader, because trader consider existence attribute quality service this very urgent, though level service still not yet satisfying. By because that, processing must prioritized and upgraded, because no he did could reduce satisfaction dealers and make effort repair Becomes more big. Attribute quality service which including in quadrant this is:

1. Ease of Management of Business/Trade Licensing (Attribute 6)
   The attribute of ease of obtaining a permit for a place of business/trading is considered unsatisfactory by traders. This is because the market manager only provides one service counter so traders who wish to apply for a permit for a place of business/trading must line up with other traders who wish to receive services from market officials.
2. Merchant Service Readiness (Attribute 9)
   The attribute of readiness to serve traders is considered unsatisfactory by traders. This is because market managers are too slow to serve traders, while traders expect readiness and speed of service from market officials.
3. Market service is fast and responsive when there is a problem (attribute 10)
   Marketers find characteristics leader market which react fast and responsive to problem which there is. Because problem they slowly solved until now Convenience
4. Getting Service (Attribute 11)
   The attribute of ease of getting service is considered unsatisfactory by traders. This is because there is only one counter provided by the market service, so that on market day traders have to queue to get service.
5. Market Unit Officers Quickly Respond to Trader Complaints (Attribute 12)
   Quality officer units market which respond complaint trader is quality which according to trader not enough satisfying. Matter this related with experience trader with complaint which sometimes only get response and the solution slow.
6. Friendliness and courtesy of ticket clerks (Attribute 13)
   Attributes of friendliness and courtesy of levy collectors have a performance that is considered unsatisfactory by traders. This is felt by traders because levy collectors are unfriendly and impatient in serving traders.
7. The Honesty of Levy Collectors (Attribute 14)
   The levy collector's honesty attribute is considered unsatisfactory by the traders. This is related to the recognition of traders when paying fees there were several market unit officers who asked for more fees than what had been set by the Palangki Livestock Market Service.
9. Market Service Officer Can Be Trustworthy (Attribute 15)
   The attributes of market service officers who can be trusted are considered unsatisfactory by traders. This is evidenced by the presence of several market service officers who were less than honest so that traders' trust in these officers was also reduced.
11. Security Assurance (Attribute 16)
    The security guarantee attribute is felt to be unsatisfactory by traders. Naturally because the location which is at appropriate in edge road highway, so there is potency disturbance security which are you serious, especially vulnerable theft vehicle in the place parking.
13. Attitude of Market Unit Employees (Attribute 17)
    The attitude attribute of market unit employees is considered unsatisfactory by traders. This is because there are several market unit officers who are less friendly in serving traders.
14. Suggestion Box Availability (Attribute 19)
    The attribute of the availability of suggestion boxes is considered unsatisfactory by traders. The reason is, not all traders' suggestions are implemented by the Palangki Livestock Market Service.

B. Maintain Achievement (B0

Attributes that are located in quadrant B are service quality attributes of the Palangki Livestock Market Services that need to be maintained or improved because the actual level of performance in general is in accordance with the level of interest or expectations of traders. There are 6 attributes of service quality in this quadrant, including:

1. Market Hygiene Condition (Attribute 1)
   The market cleanliness condition attribute is considered satisfactory by traders. This is supported by the fact that when the authors conducted research on the Palangki cattle market, the market conditions looked very clean.

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2. Condition of Market Building/Building (Attribute 2)
   Traders consider the condition of the market building to be satisfactory. This is because the Palangki cattle market has just been renovated.
3. Market Unit Office Cleanliness (Attribute 3)
   The cleanliness attribute of the market unit office is considered satisfactory by the traders. This is because the office of the Palangki livestock market unit looks very clean and tidy.
4. Condition of Business/Trading Place (Attribute 4)
   The conditions of the place of business/trading are considered satisfactory by the traders. This is due to the condition of the place of business/trading at the Palangki cattle market that looks well organized.
5. Available Facilities and Infrastructure (Attribute 5)
   The attributes of the available facilities and infrastructure have quite satisfactory performance and are considered important by traders. This is caused by the market manager providing many facilities and infrastructure to support market operations, such as traders' lodging, livestock scales, etc.
6. Retribution Amount (Attribute 8)
   levy amount attribute is considered satisfactory for traders because it is not burdensome for traders. This is what makes the attribute of the amount of retribution considered satisfactory and worthy of being maintained by the Palangki Livestock Market Service.

C. Low Priority(C)

Attribute on Quadrant C is attribute quality low service _ influence trader and level performance Market Cow Palangki related with attribute quality service the rated low. The same case with quadrant A, only just attribute quadrant A very urgent so that activity must prioritized, whereas quadrant C not enough urgent so that priority also low. Consequence on quadrant C no Upgrade satisfaction dealers in a manner significant, though performance increase. . The service quality attributes included in this quadrant are:

1. Number of Business Place Rent (Attribute 7)
   Business space rental size attribute. Traders pay little attention to this, because the management of the Palangki livestock market does not charge rent for the traders' business space.
2. Manager Gives Merchant Personal Attention (Attribute 20)

Manager attributes that provide personal attention to traders are considered less important by traders. This is because it does not affect the merchant's sales turnover.

Though presence features in on believed no impact significant to satisfaction trader, however need and importance availability service that alone must noticed moment used in practice. Because if matter this no noticed and performance decrease, so will influence service in a manner whole for merchants.

D. Overkill(D)

Attribute on quadrant D is attribute quality service Service Market Cattle Palangki which believed trader very good, however level interest attribute quality service the no significant. By because that attribute quality service this must considered return because felt exaggerated in its application. Attribute which there is on quadrant this is:

1. Market Manager Provides Good and Regular Coaching/Counseling (18)
   The market manager provides good and regular guidance/counseling which the traders feel very satisfied. This is very helpful for traders, but this attribute is too much in practice.

   Palangki Livestock Market Unit at quadrant this no need too focus on enhancement function service, because performance already very good. By because that, investment which there is need managed such shape so that could give contribution which optimal and appropriate in accordance with priority which has set. Matter this possible para leader market for allocate fund to factors which considered more urgent by trader, when factors the need cost more tall for Upgrade implementation.

Customer Satisfaction Index(CSI)

Average level interest and level performance every attribute quality service used for count index customer satisfaction (CSI) and the results show that the CSI for service quality attributes of the Palangki Livestock Market Service is 55 percent.

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Table 1. Calculation of the Customer Satisfaction Index (CSI)
Service Quality Attributes

No. Attribute	Level of Importance (I)	Level of Performance (P)	Score (S)
1	4.86	3.86	18.75
2	4.88	4.84	23.61
3	4.91	4.84	23.76
4	4.98	4.98	24.80
5	4.97	5.00	24.85
6	4.97	2.18	10.83
7	1.21	3.00	3.63
8	4.97	5.00	24.85
9	4.98	3.02	15.04
10	4.91	3.18	15.61
11	4.98	3.12	15.54
12	4.90	3.01	14.74
13	4.97	2.97	14.76
14	4.98	3.08	15.33
15	4.97	3.2	15.90
16	4.91	2.93	14.38
17	4.87	3.12	15.19
18	2.27	4.88	11.07
19	4.90	3.00	14.7
20	2.37	2.18	5.16
Score	89.76 (T)		322.5 (Y)
CSI (Customer Satisfaction Index)			**55%**

By Formula :

Formula : $\frac{T}{5\ Y} \times 100\%$

Information:

CSI = *Customer Satisfaction Index*

T = Number of importance levels

Y = Score

Calculation: $\frac{89.76 \times 100\%}{5 \times 322.5} = 0.05566\%$ or 55%

From the assessment carried out by traders at the Palangki Livestock Market, overall the level of satisfaction with the quality of service provided by the Palangki Livestock Market Service has the title of "quite satisfied". This can be seen from the CSI with a score of 55 percent, because the predicate level is quite satisfactory between the range of 0.51 – 0.65. Traders are quite satisfied because the performance of the Palangki Livestock Market Service is quite in line with the expectations expected by traders.

However expected Service Market Animal Palangki keep going make an effort Upgrade satisfaction trader in years future for reach matter the. predicate of satisfaction and continue to improve until the predicate is very satisfied and then maintain it. It is hoped that in the future the Palangki Livestock Market will be the only livestock market in Sijunjung Regency which has a fairly good service quality, so that it can contribute to the satisfaction of its traders.

CONCLUSION

In conclusion can be described:

1. From analysis interest business could concluded that dimensions security (guarantee/certainty) is wrong one dimensions quality service which considered Very urgent by businessman with score average highest. Dimensions Empathy is dimensions quality service which considered not enough urgent by retailers with score average Lowest. Characteristics quality service which considered urgent by trader is character location, characteristics readiness service trader and characteristics affordability service with average highest. Attribute quality service which considered Very no urgent by marketers is leader market which fast and responsive finish

problem which there is with score average Lowest. From level evaluation could concluded that performance quality service service market cattle Cross is dimensions quality service which function with good have dimensions actual (reality/adequacy) highest in a manner average according to trader. Dimensions guarantee (guarantee/certainty) is dimensions which represent performance trader with score average Lowest. Quality service rated good, however trader have means and infrastructure as well as wages average highest. Characteristics performance quality service which perceived not enough good by trader is characteristics attitude employee units market with mark average Lowest.

2. Based on the results of research conducted as a whole the Customer Satisfied Index (CSI) obtained was 55%. On this topic, he described the traders at the Palangki livestock market as quite happy with the performance. However, the services at the Palangki livestock market were considered not optimal enough as a whole because they did not reach 100%.

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