

**ANALISIS KEPUASAN PETANI TERHADAP BENIH PADI DARI UPT  
BALAI BENIH PERTANIAN BARONGAN KABUPATEN BANTUL**

**The Analysis of the Farmer Satisfaction Toward Rice Seed From UPT Balai  
Benih Pertanian (Farming Seed Center) Barongan, Regency of Bantul.**

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***ABSTRACT***

*The aim of the study was to find out the farmers' satisfaction level toward rice seed from UPT Balai Benih Pertanian (Farming Seed Center) Barongan. In addition, this study was aimed to discover the farmers' loyalty level toward rice seed from UPT Balai Benih Pertanian (Farming Seed Center) Barongan. The number of participants in this study was 60 people who were selected by using cluster sampling technique, the participants were chosen based on three categories (1) farmers who bought rice seed from rice seed seller, (2) farmers who bought rice seed from farmer group, and (3) farmers who bought rice seed directly at UPT Balai Benih Pertanian (Farming Seed Center) Barongan. The data was collected through interview with the question guideline and the data was analyzed by using descriptive analysis. The result of the study showed that from the three categories, the farmers had "satisfied" criteria toward UPT Balai Benih Pertanian (Farming Seed Center) Barongan with the mean score of the farmers who bought rice seed from the seed seller was 37,70, farmer who bought rice seed from farmer group was 42,65, and farmers who bought rice seed directly at UPT Balai Benih Pertanian (Farming Seed Center) Barongan was 44,30. For the loyalty level, the overall level from the three farmers' categories showed excellent peak condition (level of committed buyer).*

*Keywords : farmers' satisfaction, rice seed, UPT Balai Benih Pertanian (Farming Seed Center) Barongan regency of Bantul.*