

## SUMMARY

**PARAMITA DWIASTI RAMADHANI. 105040101111020. Analysis Of Level Satisfaction Of Services Performance From The Supplier Of Chrysanthemum Cut Flower (Case In The Farmers Groups Krisan Mulyo Joyo Batu Subdistrict, Batu City and Padmasari II Tatur Nongkojajar Subdistrict, Pasuruan District). Under The Guidance Prof. Dr. Ir. Djoko Koestiono, SU. and Silvana Maulidah SP., MP.**

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The development of cut flower business chrysanthemum inflict competition between the doers of cut flower business. One of the competition in the business of cut flower that is the competition at the level of suppliers. The effort that can be done in the confront competition are with design marketing strategy. Marketing strategy that can be done to satisfy customers one of them by means of regard for the performance of the services. Services performance is a strategy that can be used as a first step for the supplier success of cut flower chrysanthemum in the future in a cooperation relationship with the customers.

The purpose of this research to (1) Analyzed level of services performance from the supplier of chrysanthemum cut flowers on the farmers groups in the area of research. (2) Analyzed level of customer satisfaction services performance from the supplier of chrysanthemum cut flower on the farmers groups in the area of research.

The method in this research descriptive qualitative and quantitative method to analyze the data. The data were analyzed using SPSS version 16.0 for windows and Microsoft Excel. The scale can be used in measuring research is a scale likert 1-5. Level of satisfaction of services performance from the supplier of chrysanthemum cut flower has seen by using two methods Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA).

Based on the research level of services performance from the supplier of cut flower chrysanthemum on the farmers groups Krisan Mulyo Joyo in Batu Subdistrict and Padmasari II in Tatur Nongkojajar Subdistrict are in a well category. The level of conformity services performance a supplier of cut flower chrysanthemum of the farmers groups Krisan Mulyo Joyo in Batu Subdistrict is 87,23% meanwhile, farmers groups Padmasari II in Tatur Nongkojajar Subdistrict is 89,80%. It show that the services performance of a supplier of cut flowers chrysanthemum on the farmers groups Padmasari II can be satisfied customer expectation.

The result of Customer Satisfaction Index (CSI) is the level of customer satisfaction services performance from the supplier of chrysanthemum cut flower on the farmers Groups Krisan Mulyo Joyo in Batu Subdistrict is 73% and Padmasari II in Tatur Nongkojajar Subdistrict is 75%. Overall customers satisfied with services performance from both of the supplier of cut flower chrysanthemum. The percentage of satisfaction services performance of a supplier of cut flowers on the farmer groups Padmasari II is higher because of the farmers implemented abonemen or subscribe system, so that can provide more consistent services. The result of Importance Performance Analysis (IPA) the services performance must be prioritized of a supplier of chrysanthemum cut flower on

the farmers groups Krisan Mulyo Joyo in Batu Subdistrict among other on time of delivery accuracy, product quality assurance, priority customer services, fair and understanding the importance of the customer. Meanwhile, farmers groups Padmasari II in Tutar Nongkojajar Subdistrict among other on time of delivery accuracy, speed and efficient services, quality assurance product, the primacy of importance of the customers, and understanding the customers needed.

