

ABSTRAK

SALSABILA KHOERUNNISA. 2026. Faktor-Faktor Yang Memengaruhi Kepuasan Petani Terhadap Penyuluhan Pertanian Di Desa Pamalayan Kecamatan Cijeungjing Kabupaten Ciamis. Dibawah bimbingan **IVAN SAYID NURAHMAN** dan **BENIDZAR M. ANDRIE**

Penyuluhan pertanian berperan strategis dalam meningkatkan kapasitas dan kesejahteraan petani, namun keberhasilannya kerap terkendala keterbatasan jumlah penyuluh, beban kerja tinggi, serta rasio penyuluh-desa yang belum ideal, termasuk di Desa Pamalayan, Kecamatan Cijeungjing, Kabupaten Ciamis. Kondisi ini mendorong perlunya kajian empiris mengenai kepuasan petani sebagai indikator keberhasilan penyuluhan, dengan merujuk pada teori kepuasan layanan. Penelitian ini bertujuan menganalisis pengaruh Kompetensi Penyuluh, Relevansi Materi, Intensitas Penyuluhan, dan Dukungan Kelembagaan terhadap Kepuasan Petani. Penelitian menggunakan pendekatan kuantitatif *Explanatory Research* dengan desain korelasional-asosiatif. Data primer dikumpulkan melalui kuesioner skala Likert terhadap 78 responden yang ditentukan dengan rumus Slovin dari populasi 359 petani padi menggunakan teknik *Proporsional Simple Sampling*, serta dianalisis menggunakan Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa kompetensi penyuluh, intensitas penyuluhan, dan dukungan kelembagaan berpengaruh positif dan signifikan terhadap kepuasan petani, sedangkan relevansi materi tidak berpengaruh signifikan. Dukungan kelembagaan merupakan faktor yang berpengaruh paling dominan, menunjukkan bahwa peran kelompok tani, sarana pendukung, dan dukungan instansi terkait menjadi aspek penting dalam meningkatkan kepuasan petani. Secara simultan, keempat variabel berpengaruh signifikan terhadap kepuasan petani dengan nilai *Adjusted R Square* sebesar 0,263, sehingga mampu menjelaskan 26,3% variasi kepuasan petani.

Kata kunci: Kelembagaan, Kepuasan Petani, Penyuluhan Pertanian.

ABSTRACT

SALSABILA KHOERUNNISA. 2026. *Factors Influencing Farmers' Satisfaction with Agricultural Extension Services in Pamalayan Village, Cijeungjing District, Ciamis Regency. Supervised by IVAN SAYID NURAHMAN and BENIDZAR M. ANDRIE.*

Agricultural extension services play a strategic role in improving farmers' capacity and welfare. However, their effectiveness is often constrained by the limited number of extension agents, heavy workloads, and the non-ideal extension agent-to-village ratio, including in Pamalayan Village, Cijeungjing District, Ciamis Regency. These conditions underscore the need to examine farmers' satisfaction as an indicator of the effectiveness of agricultural extension services based on service satisfaction theory. This study aimed to analyze the effects of Extension Agents' Competence, Material Relevance, Extension Intensity, and Institutional Support on Farmers' Satisfaction. The research employed a quantitative explanatory approach with a correlational-associative design. Primary data were collected using a Likert-scale questionnaire administered to 78 respondents selected through the Slovin formula from a population of 359 rice farmers using Proporsional Simple Sampling. The data were analyzed using Multiple Linear Regression. The results indicate that Extension Agents' Competence, Extension Intensity, and Institutional Support have a positive and significant effect on Farmers' Satisfaction, while Material Relevance has no significant effect. Institutional Support is the most influential factor, highlighting the importance of farmers' groups, supporting facilities, and institutional assistance in enhancing farmers' satisfaction. Simultaneously, all four variables significantly affect Farmers' Satisfaction, with an Adjusted R Square of 0.263, indicating that the model explains 26.3% of the variation in Farmers' Satisfaction.

Keywords: *Institutional Support; Farmers' Satisfaction; Agricultural Extension Services.*