



Analysis of Farm Performaed of Aromatic Rice in Rimbo Jaya Gapoktan (Asociation of Farmer Institution) In South Seluma sub District, Bengkulu)

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ABSTRACT

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The purpose of this study is to analyze the revenues, costs, revenues, and efficiency of the aromatic rice farm and to evaluate the level of rice consumer satisfaction in Seluma Regency. Data was collected through a field survey conducted in May-June 2019. Respondents in this study were farmers who produce Aromatic rice of 25 people and rice consumers as many as 28 people. The economic analysis used refers to Manalu et al (2008). Meanswiles, to the analysis of customer satisfaction referr to Matilla and James (1977) in Ong at all (2014). The results showed that the total revenue of aromatic rice farming was Rp. 15,424,000 / farm / harves with an average land area of 0.68 Ha. The cost of aromatic rice farming is Rp. 7,678,392 / Farm / harvest. The income derived from aromatic rice farming is Rp. 7,497,357 / harvest. Economic efficiency is 2.00. Then based on the level of importance and performance of product quality and service quality attributes, none of the attributes are included in quadrant I. This means that consumer expectations are in accordance with the performance provided. The value of the consumer satisfaction index is 82.50%. This means that consumers are very satisfied with Aromatic Healthy Rice products.

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INTRODUCTION

Seluma Regency is one of the districts in Bengkulu Province that developing aromatic rice. It has developed aromatic rice since 2015. The development of aromatic rice is jointly through a combination of farmer groups (Gapoktan). One of them is Gapoktan Rimbo Kadui which is an area of 153 Ha with a membership of 25 people

So far, farmers have never calculated the costs incurred to manage this aromatic rice farming, so they never know whether the business is profitable or not. For farmers, the important thing is to be able to get the needs of farming and family need in one next season, without taking into account the income earned. The sustainability of rice farming activities is very dependent on how much income the farmer is able to finance his farming in the next planting season. However, farmers always consider the demands of consumers, specially consumer taste trend in Seluma Regency.

The rice produced by this farmer group is known as the aromatic rice market and is sold only to certain locations in Seluma Regency. The sale of rice was coordinated by Gapoktan Rimbo Jaya. Besides that, Gapoktan Rimbo Jaya also functions as a provider of production facilities and distribute it to several places to reach consumers place. The amount of aromatic rice that can be distributed each season is 7 tons. This Gapoktan guarantees the quality of aromatic rice produced by its members in accordance with the wishes of consumers. Therefore Gapoktan must maintain the quality of the rice it sells. In general, the quality of rice depends on the quality of the rollers and their physical quality. Physical quality means cleanliness and purity or the absence of objects that physically pollute rice. Generally the two types of rice quality are related to one another, giving rise to the classification of rice sold in the market. This classification offers choices for consumers, both for daily consumption and raw materials for the manufacture of other products (Cheaupun et al. 2005).

On the other hand, each consumer has different behavior each other in choosing rice he/she consumes. The choice of consumption is related to its satisfaction with the product and this satisfaction will result in high loyalty to continue consuming the aromatic rice. Thus farmers must be able to maintain the quality of aromatic rice according to the wishes of consumers. Besides that, Gapoktan as an institution develop aromatic rice for farmers and at the same time as it also a center for aromatic rice business services and must also be able to provide excellent service to consumers. The reason consumers have been buying aromatic rice is not the rice has a good taste and but also it is easily obtained and delivered directly to consumers. That is why this research becomes so important to do in Seluma Regency.

RESEARCH METHODS

The study was conducted in South Seluma District, Seluma Regency. This location was chosen with the consideration that this area has been producing aromatic rice which managed by Rimbo Jaya Gapoktan. The population in this study is aromatic rice farmers who are members of the Rimbo Jaya Gapoktan, amounting to 25 people and 28 aromatic rice consumers who buy through Rimbo Jaya Gapoktan. The method of determining respondents, both aromatic rice farmers and aromatic rice consumers is carried out by census. The study was conducted in May-June 2019. There are types of data collected namely primary data and secondary data. Primary data was collected by

direct observation in the field and interviews with respondents while secondary data was needed to complete the general description of the research location. Data analysis methods with a mathematical approach as written by Soekartawi (1995). This formulation is also used by Dwijatenaya, IBMA, (2017), Dyah PS (2016), Noer SR, et al (2018), Setiawan A and, Soelistyo A (2017), Purba M. 2005, Lubis D and Indrawati IR, (2017), I Wayan Erma Susanta, IWE, et. Al (2016), Rahmadona L, (2015), Fitria E and Nasir M A, (2014) The formulation of income calculations made by Sokartawi (1995) in this study has been changed by Manalu et.al, (2018). The formulation can be written as follows

Total Revenue:

Total revenue is total value of money which get in each one farming process. It is mathematically formulated as follows

$$TR = \sum_{i=0}^n P_i Q_i$$

(Where:

TR = Total Revenue(Rp),

P = Price (Rp / Kg),

Q = Quantity / Production (Kg) and I = 1,2,3 n

Cost Analysis

Total cost is the sum of fixed costs and variable costs, mathematically formulated as follows.

$$TC = TFC + TVC$$

Where :

TC = Total Cost (Rp),

TFC = Total Fixed Cost (Rp), and

TVC = Total Variable Cost (Rp)

Total variable cost is the sum of all costs caused by the use of variable production factors after multiplied by the prices of these factors of production. Mathematically can be formulated as follows.

$$VC = \sum_{i=1}^n (X_i P_{xi})$$

Where :

TVC = Total Variable Cost (Rp), X = Variable production factor used for farm management (UT), and P_{xi} = Price Variable production factor used for farm management (UT)

The total fixed cost is the sum of all depreciation values due to the use of all equipment for farming in a mathematical way that can be written as follows:

$$TFC = \sum_{i=1}^n (H_{bi} / U_{ei} + \text{rent} + \text{Cost of fixed payment for one season.})$$

Where:

TFC = Total Fixed Cost ,

HB = Purchase price of equipment used for farm, UE = Economic life of each equipment used per farm and I = Number of equipment used per farm

Revenue Analysis

The amount of farmer income can be obtained with the following formula;

$$I = TR - TC$$

Where :

I = Income

TR = Total revenue or total revenue (Rp)

TC = Total cost or total cost (Rp)

Efficiency Analysis

Economic Efficiency (R-C ratio) formula is TR / TC , that is the ratio between total revenue and total costs.

Where:

TR = Total Revenue obtained and TC = Total Cost

With the provisions, if:

$R / C < 1$, then aromatic rice farming loses,

$R / C = 1$, then aromatic rice farming break even and

$R / C > 1$, then aromatic rice farming experiences profit

Analysis of Consumer Satisfaction of Aromatic Rice

The method used to measure consumer satisfaction is the Important Performance Analysis (IPA) and Customer Satisfaction Index (CSI) analysis. According to Ruhimat (2008), the Importance Performance Analysis (IPA) method is an easy application technique to manage the attributes of the importance level and the level of implementation itself which is useful for the development of Industry Journal Vol 4 No. 2 page 74-81 Customer Satisfaction Index 76 marketing program effective. According to Suryawan and Dharmayanti (2013), customer satisfaction is determined by customer perceptions of product or service performance in meeting customer expectations. Customers will be satisfied if their expectations are met or will be very satisfied if their expectations are exceeded. The level of customer satisfaction can be measured by a method called the Customer Satisfaction Index (CSI).

To evaluate Customer Satisfaction refer to method used by Yola and Budianto. 2013, Patimah, et.al (2016), Anggraini (2016), Hendaris et.al. (2013), Anggraini, et.al (2013), Puspitasari, et.al, (2010) and Chandra, et. al (2015), Pondaag, et.al (2017) and Widodo and Sutopo (2018), Anggraini, and Ong J O; and Pambudi J (2014). IPA can be calculated with the following formula:

T_{ki} =

IPA Analysis used as follows:

$$T_{ki} = \frac{X_i}{Y_i} \times 100\%$$

The level of customer satisfaction was analyzed by CSI which the range of customer satisfaction ranges from 0-100%. According Patimah, et.al, 2016) decision criteria for the level of consumer satisfaction follows:

0% <CSI ≤ 20% = Not Satisfied, 20% <CSI ≤ 40% = Not satisfied, 40% <CSI ≤ 60% = Quite Satisfied, 60% <CSI ≤ 80% = Satisfied and 80% <CSI ≤ 100% = Very satisfied use equation facilitatiion, insert→object→ms equation 3.0) use number if necessary.

RESULTS AND DISCUSSION

Total Revenue

Total Revenue of Aromatic in Rimbo Kedui can be show in table 1 below. Farmers sell their rice in the form of harvested unhusked rice to Gapoktan Rimbo Kedui at a price of Rp. 4,000 / kg. then they receive Rp. 22,682,353 / Ha / season

Table 1. Farm Revenue of Aromatic in RimboKedui.

	Farm Revenue (Rp/Farm/season)	Farm Revenue (Rp/Ha/season)
Averageproduction (Kg/season)	3.856	5671
Selling Price(Rp/Kg)	4.000	4000
Farm area (Ha)	0,68	1
Revenue (Rp/Season)	15.424.000	22.682.353

Resourch: Primary data, 2019

Meanswill, the results of Keukama et al (2017) research showed that farmers' revenue in Bongkasa Village reached Rp. 27,109,334 / Ha / harves . This result is far greater than the farmers get in RimboKedui. This is due to the selling price of rice in the village of Bongkasa is relatively greater when compared to Kelurahan Rimbo Kedui.

Total Farming Costs

Farmers spent Rp 11,656,827 / ha to run their rice farming. Details of these costs can be seen in the table below

Tabel 2. Total Cost of Aromatic Rice Farming in Kelurahan Rimbo Kedui

Kind os Cost	(Rp/season)	(Rp/Ha)	Percentage (%)
Variabel Cost			
ProductionInput	2.564.531	3.771.369	32,35
Labour out side Family	3.316.800	4.877.647	41,84
Labour in side Family	1.225.200	1.801.764	15,46
Harvested cost	571.861	840.972	7,21

Variabel Cost	7.678.392	11.291.752	96,87
Fix Cost	248.251	365.075	3,13
Total Cost	7.926.643	11.656.827	100

Resourch: Primary data, 2019

Table 2 above shows that 96.87% of the total cost of rice farming in the research area is used to finance the production input. The remaining variable of 3.13% is used to finance the fixed production factors. When compared with the research of Keukama et al (2017), in this study the total value of farming costs is Rp. 15,533,331 / Ha. This means that the cost of farming in Rimbo Kedui Kelurahan is smaller than that of farmers in Bongkasa Village. Rice farming in Bongkasa Village requires a variable cost of 90% of the total cost of farming. 74.57% is used for labor costs.

Revenue and Efficiency

Farmers are always waiting for harvest and that time the farmers get their hard work during one growing season in the form of farm income. The income is obtained from the revenue of aromatic rice farming minus the total costs incurred by farmers for one production process.

Table3. Aromatic Farm income in Kelurahan Rimbo Kedui

Item	Value (Rp/season)	value(Rp/Ha)
Revenue (TR)	15.424.000	22.682.353
Total Cost (TC)	7.926.643	11.656.827
Income (I)	7.497.357	11.025.526
Efficiency level	1,96	1,96

Resourch: Primary data, 2019

The income earned by aromatic rice farmers in RimboKeduiKelurahan is Rp11,025,526 / Ha / Season. If the production process as long as for four months, every month the farmer earns an income of Rp. 2,756,382.00. This value is already greater than the Bengkulu provincial minimum wage (UMP) in 2019 which amounted to Rp 2,040,406 / month. But this income is still smaller than the income of rice farming in the village of Bongkasa. The results of Keukama et al's (2017) research on superior variety of ciherang rice farming in Bongkasa Village earned an income of Rp.15,533,330

/ Ha / season. The economic efficiency value is 1.75. The economic efficiency value of aromatic rice farming in RimboKedui Village is 1.96. This means that for every Rp.100,000.00 the costs incurred by aromatic rice farmers in RimboKeduiKelurahan will receive Rp. 196,000.00 / Ha / season. Results of a similar study conducted by Laksmi. et.al (2012);Kusnadi et.al (2011);Respikasari, et.al (2015); and Margi and Balkis, (2016)

The difference in economic efficiency between rice-producing regions is caused by the expenditure of production facilities and labor costs and other factors such as regional topography and soil fertility. Other problems such as farmers' motivation to adopt are still lacking, including the availability of seedlings, difficult to obtain fertilizers, lack of knowledge about spacing and high expenditure on production inputs.

IPA Analysis (Importance Performance Analysis)

Product Quality

Aromatic rice is not consumed by most people and its only consumed by the middle and upper economic community. This is profitable on the one hand but on the side of the market segment becomes narrow so it needs production regulation. Besides information about the quality of aromatic rice obtained from consumers, it is very important for aromatic rice producers to improve their services to consumers. Product information is illustrated by consumers' assessments of various attributes of aromatic rice consumed by consumers. Each attribute can meet the performance of these attributes. The results of research on the importance and average performance of the attributes are presented in the table below.

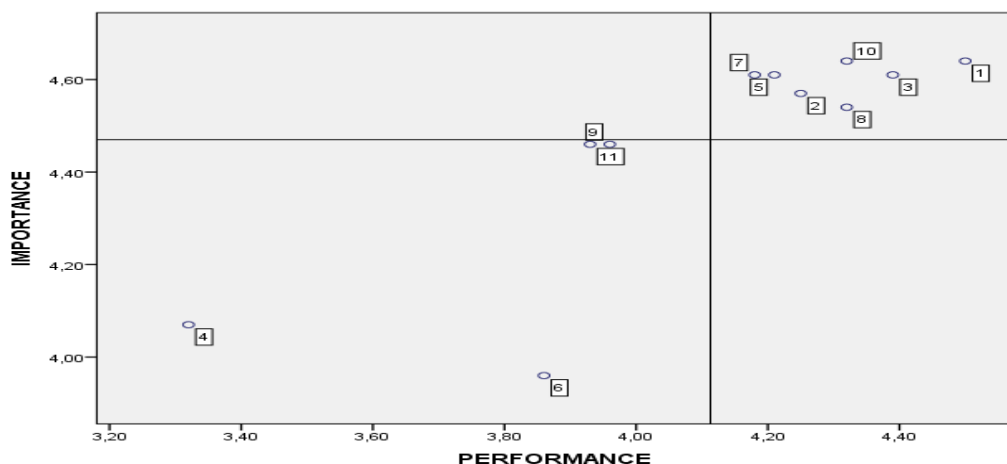
Table 4. Average Important level of product performen of riceAromatik.

No	Atribut	Avarage Importan level Yi	Average Performance Xi
1	Soft	4,50	4,64
2	Aroma	4,25	4,57
3	White colour	4,39	4,61
4	Bonus/Promotion	3,32	4,07
5	Clenness and halal	4,21	4,61
6	Variant	3,86	3,96
7	Taste	4,18	4,61
8	Weight	4,32	4,54
9	Pakage	3,96	4,46
10	Price	4,32	4,64
11	Branded	3,93	4,46
Rata-rata		4,11	4,47

Resourch: Primary data, 2019

Based on table 4 above it is known that the average value of the highest product quality importance is 4.5 in the deference attribute (1). This means that the deference attribute is very important to note its presence in a product. Because this is very important for consumers to consider the decision to buy a product. In addition, there is a pure white color (3) has the value of the highest importance attribute after deference, a consideration that must be maintained. The average value of the lowest product quality importance is 3.2 in the bonus or promotion attribute (4). Attributes that have values below the average importance are also three other attributes. These attributes are brand image, packaging and variants. These four attributes are things that are not the main consideration or do not affect the consumer's decision to buy Aromatic Rice (BSA) in RimboKedui Village. When compared with the research of Swastika et al (2013) attributes that have attribute values below the average value of importance are price and packaging attributes. This means that consumers will maximize their satisfaction based on the level of income they have. Price is not something that must be considered for consumers in achieving the expected satisfaction.

The highest average value of performance is 4.64 on the attributes of the score (1) and price (10). While the lowest average product quality performance is 3.96 in the variant attribute (6). When compared with the value of importance, the attributes of deference are included in the attributes that have been optimized for performance to achieve the satisfaction or desires of consumers to expect marketed in the Regency of Seluma. Therefore the consumers are the people of Seluma Regency. Aromatic rice is not consumed by most people and is only consumed by the middle and upper economic community. This is profitable on the one hand but on the side of the market segment becomes narrow so it needs production regulation. Besides information about the quality of aromatic rice obtained from consumers, it is very important for aromatic rice producers to improve their services to consumers. Product information is illustrated by consumers' assessments of various attributes of aromatic rice consumed by consumers. Each attribute can meet the performance of these attributes. The results of research on the importance and average performance of the attributes are presented in the figure below



Pic1. Kartesius Diagram of Quality Product Atributs

Quadrant I (Top Priority)

Calculation of the average value of attributes on product quality results in no attributes included in this quadrant. This shows that the quality of Aromatic Healthy Rice products has met consumer expectations.

Quadrant II (Maintain Performance)

The attributes that are included in quadrant II are the flatness (1), aroma (2), white color (3), cleanliness and halal (5), taste according to taste (7), net weight of product fitting (8) and price according with quality (10). Kepulenan becomes an attribute that is considered as an achievement. This is because aromatic healthy rice after cooking produces fluffier rice. Consumers claim to like fluffier rice produced by BSA. Fluffier rice is soft and sticky rice that makes consumers like it. In addition, the aroma is an attribute that has good performance. Consumers acknowledge that the aroma of aromatic rice that has been cooked emits a very fragrant aroma with its own characteristics. In addition, the taste that suits the tastes of consumers is an added value for this product. Aromatic Healthy Rice is a good product in which aroma, flatness and taste become an excellent integration in achieving consumer satisfaction or taste.

White color, cleanliness and halalness are other parts that have been implemented by BSA products well so as to produce achievements that must be maintained. The net weight and price according to quality are other performance that has been done well. This means that consumers do not make price a consideration while quality of the product can be maintained. If compared with research conducted by PutriAsgami (2018), this study is included in quadrant II, namely the aroma, taste and nutrition of rice. It means that the aromatic rice consumers in RimboKedui Village and the aromatic rice consumers in Kampung Bunga Raya are the same. Fluffier and aromatic aroma of aromatic rice after cooking. This is the same as a study conducted by Swastika (2013) which stated that the attributes of organic rice in Sragen regency included in the second quadrant were aroma and dexterity. But in this study, researchers included the attributes of aromatic rice resistance after cooking into rice which is an achievement that must be maintained.

Quadrant III (Low Priority)

The attributes included in quadrant III are bonuses and promotions (4), variants (6), packaging (9), and brand image (11). Gapoktan Rimbo Kedui provides low performance on bonuses and promotions, providing variants, packaging and brand image. This means that the presence or absence of bonuses and promotions, variants, packaging and brand image, does not affect consumers' decision to buy. This is because consumers' top priorities are at prices that are in line with quality. So if the quality is maintained, the presence or absence of bonuses and promotions, variants, packaging and their image, consumers will still buy.

Quadrant IV (Excessive)

This quadrant shows the attributes that are less important to consumers, but the implementation of its performance is very good. The actions of producers on this attribute will not affect consumer decisions in the level of purchase and consumer satisfaction. In this study there are no attributes included in this quadrant. This means that the manufacturer is right in providing performance according to important attributes.

Service Quality

Interest shows the expectations or expectations of consumers of something attribute. While performance is the extent to which an attribute is able to meet these expectations. The following table shows the average level of importance and performance of consumer interests for the quality of Aromatic Healthy Rice service:

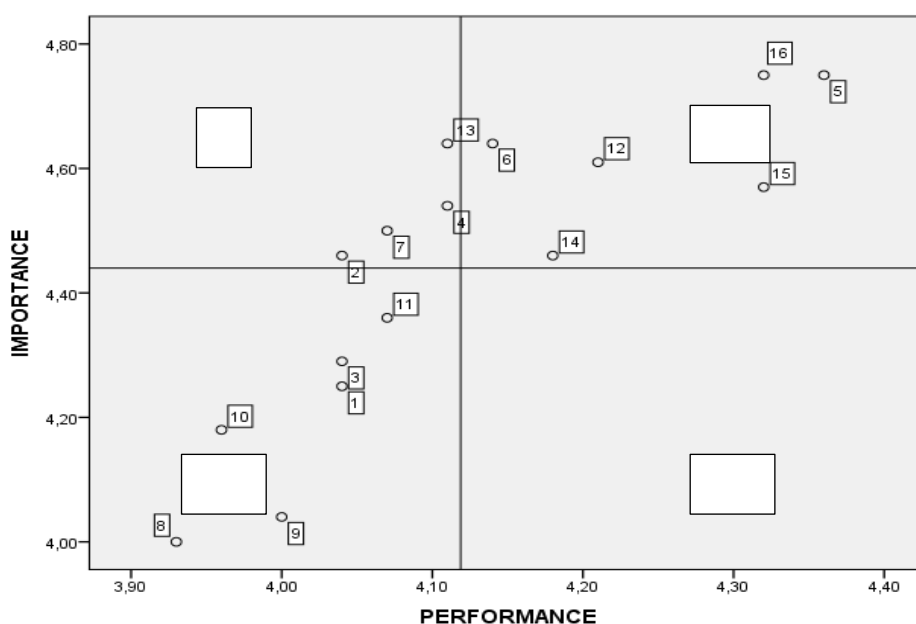
Tabel 5. Average perception value of Important Level and service by Gapoktan Rimbo Jaya

No	Atribut	Important level Yi	Service Xi
1	Easy to access	4,04	4,25
2	Clean, neat, and safe	4,04	4,46
3	Polite, and interesting.	4,04	4,29
3	Prime service	4,11	4,54
5	Could delivery to address	4,36	4,75
6	Delivery Time	4,14	4,64
7	Inclusive and proposional service	to4,07	4,50
8	Good Greeting	3,93	4,00
9	Patient	4,00	4,04
10	Answer consumer questionn	3,96	4,18
11	Recieve a complaint	4,07	4,36
12	Good service	4,21	4,61
13	Good information	4,11	4,64
14	Pay Attaintion	4,18	4,46
15	Easy in Paying	4,32	4,57
16	Clean Product till customer hause	4,32	4,75
Average		4,12	4,44

Resourch: Primary data, 2019

Based on Table 5 above it is known that the average value of the quality of RimboKeduiGapoktan service quality in the highest Aromatic Healthy Rice sales is 4.36 in the product attributes delivered as desired (5). While the average value of the lowest service quality importance is 3.93 on the attribute answering all consumer questions (8).

The highest average performance value for the quality of Rimbo Kedui Gapoktan service in the sale of Aromatic Healthy Rice is 4.75 in the product attributes delivered as desired (5). While the average value of the lowest service quality performance is 4.00 in the attribute greeting consumers (8). From the table values above we get a 4-quadrant division in the Cartesian diagram Importance and Performance Analysis. On the graph there is a dividing line which is the average value of the assessment of the level of performance and importance attributes (4.12: 4.44). The following is a Cartesian diagram based on 4 quadrants consisting of 11 attributes:



Pic 2. Kartesian Diagram of Quality service Atributs

The attributes included in this quadrant are cleanliness, tidiness and comfort of the Gapoktan place (2), providing reliable services (4), service does not discriminate (7) and Gapoktan members master information (13).

The attributes of cleanliness, neatness and comfort of the Rimbo Jaya Gapoktan place have not provided maximum performance because consumers are oriented to cleanliness, tidiness and comfort will be related to product cleanliness and provide comfort for consumers when visiting. Providing reliable services and services that do not discriminate, meaning consumers have not felt that in the Rimbo Jaya Gapoktan service. Gapoktan attribute mastering information has not provided a good performance this is because aromatic rice products are new varieties. With this, it is understandable if Gapoktan has not mastered much information about aromatic rice.

Quadrant II (Stay in Rigt job)

The attributes included in quadrant II are products delivered as desired (5), delivery time (6), good service from start to finish (12), attention and courtesy (14), ease of payment (15) and product cleanliness from Gapoktan up to the hands of consumers (16). This means that the Gapoktan performance is in line with consumer expectations. Such as good service and cleanliness of products that are maintained from beginning to end up in the hands of consumers. This means that consumers do not find damaged products on the way during the product delivery process. In addition, attention and courtesy as well as ease of payment are also an added value of Rimbo Jaya Gapoktan. Gapoktan members are friendly and kind to everyone, this is reflected in the assessment of consumers who are satisfied with this attribute.

Quadrant III

Attributes included in quadrant III are Gapoktan locations that are easily accessible (1), the appearance of Gapoktan members are polite, neat and attractive (3), Gapoktan members greet consumers (8), patience serving consumers (9), willing to answer questions (10), and the speed of responding to consumer complaints (11). GapoktanRimbo Jaya does not yet have a special sales location close to consumers, so the GapoktanRimbo Jaya location is used as a marketing place. Locations that are easily reached by consumers are a low priority for consumers because GapoktanRimbo Jaya provides delivery services, so location does not affect the level of consumer interest and satisfaction. Another thing, the appearance of Gapoktan members is polite, neat and attractive and greets consumers. Consumer expectations regarding this will be appropriate if visiting shops or mini markets that have special uniforms because they have gone through special training. It has known that Rimbo Jaya Gapoktan not yet have this attribut, this is what makes this attribute low performance and the level of consumer interest in this attribute is also low.

Quadrant IV

This quadrant shows the attributes that are less important to consumers, but the implementation of its performance is very good. The performance of attributes in this quadrant is considered excessive in its implementation for consumers. In this study none of the attributes included in this quadrant. This means that the performance of Rimbo Jaya Gapoktan is right with the attributes that are the level of importance or priority for consumers.

CSI (Customer Satisfaction Index) Analysis

Measurement of the level of customer satisfaction is very important to know how much hope can be met by Rimbo Jaya Gapoktan as an aromatic rice producer. The Customer Satisfaction Index (CSI) calculation uses the average score of the expectation level and the perception level of each attribute. Based on the results of calculations that have been done, the CSI value of 82.51% is obtained. This CSI value is obtained from the division between the total Weight Score (WS) value and the maximum scale used in this study which is 5 and multiplies by 100%. Based on the results of the study, the satisfaction index value is obtained in the range of the Very Satisfied category which is in the criteria of $80\% < \text{CSI} \leq 100\%$. This means that consumers feel very

satisfied with aromatic rice products and services with Aromatic Healthy Rice (BSA). The value of CSI is strengthened by the statement of consumers amounting to 87.14% that consumers feel very satisfied consuming Aromatic Healthy Rice from Rimbo Kedui Gapoktan. In addition, a consumer statement of 88.57% stated that consumers were interested in consuming Aromatic Healthy Rice products repeatedly. This means that consumers will come back again to buy Aromatic Healthy Rice. Based on the concept of loyalty instrumental conditioning approach (Setiadi, 2015) loyalty is shown by the repurchase behavior of consumers. In addition, another statement, consumers at 80.71% stated that consumers were satisfied with prices that match quality.

The value of consumer satisfaction of Aromatic Rice Rice (BSA) in Rimbo Kedui Village is very satisfied. Consumers will be loyal to repurchase BSA. This means that Gapoktan Rimbo must prepare the availability of Aromatic Rice to meet consumer demand. This demand will later encourage farmers to keep producing and will increase farmers' income

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. The acceptance of aromatic rice farmers in Rimbo Kedui Village in the amount of Rp. 15,424,000 / harvest with an average land area of 0,68 Ha or as much as Rp. 22,682,353 / Ha / harvest
2. The cost of aromatic rice farming in RimboKedui Village is Rp. 7,678,392 / harvest Season with an average land area of 0,68 Ha or Rp.11,656,827 / Ha / harvest
3. The income of aromatic rice farming in RimboKedui Village is Rp. 7,497,357 with an average land area of 0.68 Ha per planting season or Rp. 11,025,526 / Ha / harvest.
4. The economic efficiency of the aromatic rice business is 1.96. This means that aromatic rice farming is efficient.
5. The level of importance and performance of the attributes of product quality and service quality none of the attributes entered into quadrant I. This means that consumer expectations are in accordance with the performance provided.
6. The value of the consumer satisfaction index is 82.50%. This means that consumers are very satisfied with Aromatic Healthy Rice (BSA) products.

Recommendations

1. Aromatic rice business has relatively high economic efficiency in farming. Therefore, the sustainability of aromatic rice farming is still maintained and developed through Rimbo Jaya Gapoktan.
2. Quality Aromatic Healthy Rice Products (BSA) must be maintained to maintain consumer satisfaction. This is also to maintain the presence of aromatic rice on the market.

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