

## **The Improvement Strategy of Service Quality of Sumillan Sub Terminal Agribusiness in Kecamatan Alla, Kabupaten Enrekang.**

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### **ABSTRACT**

The vision of the Kabupaten Enrekang is becoming self- supported, sustainable, and environmentally friendly agropolitan area by 2028. Therefore, one of the actions taken to make that vision come true is by constructing Sub Terminal Agribusiness (STA) in Kecamatan Alla. However, the purpose of construction STA including giving added value to the farmers, providing information facility regarding agriculture and its market, as original regional income and giving access to the market is not fully fulfilled. This can be indicated by the absence of transaction and loading and unloading process in the area of STA. On the other hand, the transactions as well as loading and unloading process are easily found in the area outside the STA. Additionally, of three groceries provided; only one of those is occupied and actively operated.

This research is aimed to identify what factors that make STA running ineffectively in term of service quality based on the importance and satisfaction rate of all STA's users (farmer, trader, and buyer) as well as to define what kind of strategy that can be carried out to enhance service quality of the STA. The variable used in this research including location, facility, social, price, service quality, marketing and product. Data collection is carried out by interview process through distributing 260 questionnaires to STA's users and 6 experts on STA operations. Analysis used in this research including importance and satisfaction rate, quadrant analysis and strategy formulation.

The results show that the main variables that need to be prioritized which is grouped in quadrant I according to the STA's users are facility, social, serving quality, marketing and product. Meanwhile, based on the SWOT analysis, it is concluded that the recommended strategy is turn around grouped in quadrant 3 which is to minimize internal weakness in order to take the existing opportunity through providing things that is not available in STA, providing enough operational and maintenance cost to run STA, increase the surrounding comfortness, rearrange the position of traders, providing reliable on-site information regarding agribusiness matters.

Keyword : Kabupaten Enrekang, Service Quality, Sub Terminal Agribusiness, SWOT

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