

Customer satisfaction of goat kids using Customer Satisfaction Index and Importance Performance Analysis (case study in goat production farm of East Java Livestock Agency)

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Abstract. This study aims to analyze customer satisfaction of goat kid and service quality attributes that are a priority to increase customer satisfaction. This research was conducted at Goat Production Farm of East Java Livestock Agency in Toyomarto Village, Singosari District, Malang, East Java, which is a producer of Etawa Crossbreed and Senduro goats. Respondents of this research were carried out using the total sampling method of buyers of goat kid from 2021 to 2023 with a total of 16 respondents. The research variables represent the elements of the marketing mix known as the 7P (product, price, place, promotion, process, physical evidence, and people) which are divided into 17 attributes. Primary data in this study were obtained through surveys and interviews assisted with instruments in the form of questionnaires. At the same time, the secondary data in this study were performance reports and literature. The results showed a customer satisfaction index of 74.02% in the good category. The main priority for performance improvement can be made to improve the genetic quality of parents in order to produce good quality offspring, completeness of sales supporting documents, adequacy of sales promotion information, after-sales service in the form of customer technical assistance. Furthermore, the mechanism determines the price of goat kid, the ease of the payment process through receipts, the availability of non-cash payments, and the existence of proof of payment accompanied by agency identity.

1 Introduction

The interest of the people of East Java in developing goat livestock agribusiness is very high. Livestock and Animal Health Statistics data shows that the goat population in East Java is recorded at 3.89 million heads, which is one level below Central Java Province which has the largest national goat population, namely 3.96 million heads [1]. The national goat population at the same time was 19.39 million heads, which means that the contribution of East Java

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Province to the national population was 20.07 percent, while that of Central Java Province was 20.45 percent.

The high interest of the community in goat agribusiness needs support to guarantee the provision of quality and standardized goat kids. This is the mandate of Law Number 41 of 2014 concerning Animal Husbandry and Health as stated in article 13 (5) [2]. One of the goat kid producers in East Java is the Goat Production Farm of East Java Livestock Agency which is under the hierarchy of the East Java Province Livestock Service. As a producer, Goat Production Farm produces breeds of the Etawa breed of goats and Senduro lines. These two commodities are dual-purpose type goats as both meat and milk producers.

As a production unit with the core business of breeding local goats, Goat Production Farm of East Java Livestock Agency is expected to be able to produce effectively and efficiently through the use of its resources. As a service unit, Goat Production Farm has distributed goat kid to the community. Based on identification at the pre-research stage, there were no repeat purchases of goat kid from customers. Repeat purchase behavior is the activity of purchasing product carried out more than once or several times by customers. Repeat purchases are consumer behavior that is influenced by at least three things, namely promotion, price and product [3]. These three things are closely related to customer satisfaction so they are important to use to evaluate service performance and increase competitiveness. Customer satisfaction is an aftersale evaluation through a comparison between customer expectations and satisfaction with the product. Meanwhile, dissatisfaction arises if the results of the purchase do not meet expectations.

The marketing mix is a marketing strategy that has several elements in marketing. Initially, the marketing mix only had four elements, namely product, price, place and promotion. This concept can also be known as 4P which is only product oriented. Now, the marketing mix concept is not limited to 4P, but is even more complex so that it becomes 7P which is not focused on products, but rather accommodates relationships with the market or target customers. The concept of seven elements which is the basis for designing a marketing strategy consists of product, price, promotion, place, people, process and physical evidence [4].

Products are basic elements as objects offered to customers. The quality factor is the main thing for a product because the higher the quality of a product, the easier it is to sell and produce a positive experience for customers. Price is the economic value of a product. Price also means the amount of money that customers have to pay when they want to get the product. Price is a form of consumer sacrifice to obtain the desired product. Prices are determined through capital and production costs. Meanwhile, the selling price takes into account a number of profits targeted by the seller as the product owner. Place is a marketing mix element related to business location. A strategic location can improve the image of the seller and product and make it easier for consumers to reach the product. Suitability of location to target consumers can maximize sales and profits. Promotion is an important part that connects business people as product owners with consumers in the market. Promotion aims to attract attention and convince potential consumers to buy and use the product. People is an element of the marketing mix concept in the form of human resources. Good quality human resources will have a good impact on a company because they have the potential to have good performance. Process is an element related to the handling of business actors in serving consumers. This section starts from ordering until the product reaches the consumer. Physical evidence or physical appearance is related to the image or appearance of the company which is represented by the design of the business premises, product packaging and the image displayed is part of the physical appearance. Marketing strategy through the marketing mix concept is important for creating and maintaining customer loyalty. Customer loyalty can be created through good product quality, appropriate prices, good service and being superior to competitors [5].

There is a positive and significant relationship between the marketing mix and consumer purchase intentions for dairy products. The research results can be a basis for marketing companies to develop better products, reasonable prices, promotional strategies and appropriate sales locations to attract the interest of dairy product consumers [6]. Marketing is an effective way to stimulate consumers interests, desires and actions. The most efficient marketing actions could be mentioned as the marketing mix paradigm [7]. These actions consider 7Ps to influence the consumers: place, price, product, promotion, people, physical evidence, and process. The most influential marketing mix variable was price. The best strategy to increase purchasing decision of Malang Apples at modern market is odd price.

As a producer that produces quality and standardized goat breeds, Goat Production Farm is expected to provide a wide range of benefits to customers and breeders. The expected benefits are in the form of increasing the genetic quality of goat kids circulating in the community through dissemination or sales. Based on goat production data, it is known that the production capacity in 2021 was 89 heads, in 2022 was 87 heads and in 2023 (temporary data) was 26 heads. Unfortunately, this production capability is not matched by good marketing capabilities so that in 2021 only 17 are marketed, in 2022 34 are marketed, and in 2023 19 are marketed. One of the factors causing the low ability to market goat kids can be indicated because of the unsatisfactory quality of service.

Considering what is known from previous research, this research seeks answers to the following questions: How do customer satisfaction and service quality affect the 7P marketing mix at Goat Production Farm? What marketing variables need to be improved? This study aims to analyze customer satisfaction of Etawa Crossbreed and Senduro goat breeds as well as service quality attributes that are a priority to increase customer satisfaction of goat breeds in the future.

2 Research Methodology

2.1 Research Location and Time

This research was carried out at Goat Production Farm of East Java Livestock Agency located in Toyomarto Village, Singosari District, Malang Regency. The choice of location was made deliberately with the consideration that Goat Production Farm is a producer of Etawa Crossbreed and Senduro goat breeds which manages goats with a dynamic population of around 450 heads per month [8]. Data collection was carried out from July to August 2023.

2.2 Research Respondents

Respondents in this study consisted of sixteen goat kid customers. Determining the number of respondents in this study was carried out by the total sampling method. Total sampling is a sampling technique according to the population size because the population number is less than one hundred [9].

2.3 Research variable

This study aims to measure the level of Goat Production Farm performance and the level of customer importance in goat kid sales service. The variables in this study include the marketing mix with the 7P approach to identify overall customer satisfaction consisting of product, price, place, promotion, process, physical evidence, and people [10].

In this study, the level of satisfaction and importance of each variable was measured using a questionnaire containing seventeen questions with a scale range of 1-4 with the lowest value

(1) meaning very dissatisfied or very unimportant to the highest (4) meaning very satisfied or very important. The variables measured in this study are translated into measurable indicators as shown in Table 1.

Table 1. Variables and indicators for measuring the level of performance and interests of Goat Production Farm goat kid customers

Variable	Attribute code	Indicators
<i>Product</i>	1	Goats Parents quality (performance of production and reproduction)
	2	Goats kids quality (performance of production and reproduction)
	3	Completeness of supporting documents
<i>Place</i>	4	Affordability of office and stable locations
	5	Time (hours and working days) of service
<i>Promotion</i>	6	Sufficiency of information
	7	Availability of dedicated presentation sessions
	8	After-sales service
<i>Price</i>	9	Conformity of price and product quality of goat kids
	10	Pricing negotiation mechanism
<i>People</i>	11	Politeness and friendliness of sales service officers
	12	Willingness to share complete information on goat kids
	13	Officer honesty
<i>Process</i>	14	Ease of payment process
	15	Speed of service process
	16	Goat seed delivery service
<i>Physical Evidence</i>	17	Cleanliness and comfort of the environment and production facilities

2.4 Data source

The data collected in this study are primary and secondary data. Primary data is data or information obtained directly from the object under study, which can be in the form of direct interviews, surveys and questionnaires. While secondary data is data obtained indirectly from the object under study can be in the form of organizational reports, documents, or literature [9].

Primary data collected in this research is related to the 7P marketing mix variables through interviews with sixteen selected respondents. At the same time, secondary data in this research is in the form of organizational profiles, livestock populations and performance reports.

2.5 Data analysis

2.5.1 Importance and Performance Analysis

Importance Performance Analysis or can be abbreviated as IPA was first introduced by Martilla and James in 1997. This method measures the relationship between consumer perceptions and priorities for improving the quality of production or service. This method is also known as quadrant analysis. Calculation of this analysis obtained the level of compatibility between importance and performance that will be applied to develop management strategies to increase customer satisfaction [11].

Measuring the level of importance and level of performance of a service quality attribute is carried out using a scale with a score range of 1-4 for each attribute. The lowest value in the form of a score of 1 indicates the level of performance or importance is very unimportant or very dissatisfied. While the highest value in the form of a score of 4 indicates the level of performance or importance is very important or very satisfied.

The first step in measuring IPA is to calculate the total score for the level of importance and level of performance for each attribute for all respondents. The next step is to calculate the average level of importance and level of performance for each attribute to obtain the level of suitability (in %) for each attribute. The next stage is to create a Cartesian diagram consisting of four quadrants bounded by 2 vertical cutting lines at points X and Y. Mapping of the 7P attributes in each diagram is carried out based on the average value of satisfaction and importance. This is done to show an overview of the attributes that need to be improved and maintained in order to obtain maximum satisfaction from consumers.

The four quadrant matrix has the following meaning [12]:

- Quadrant I is the Concentrate Here. In this quadrant, an attribute is considered very important by customers but the service is not satisfactory, so the company's service quality must be improved;
- Quadrant II is Keep Up the Good Work. In this quadrant, an attribute is considered very important by customers and the service is very satisfying, so the company's service quality must be maintained;
- Quadrant III is Low Priority. In this quadrant, an attribute is considered unimportant by customers and the service is less than satisfactory. Thus, attributes in this quadrant receive low priority in improving service quality and have very little influence on customer satisfaction;
- Quadrant IV is Possible Overkill. In this quadrant, an attribute is considered unimportant by customers but the service is satisfactory. One of the treatments in this quadrant is to reduce expenditure costs for this type of attribute service so that it is more economical.

Table 2. Quadrants in Importance and Performance Analysis (IPA)

Quadrant I Concentrate Here	Quadrant II Keep Up the Good Work
Quadrant III Low Priority	Quadrant IV Possible Overkill

2.5.2 Customer Satisfaction Index

Customer Satisfaction Index is one of the main measurement tools in integrating company performance because it is closely related to company profits. Basically, customer satisfaction is an aggregate number that describes customer assessments of several elements of company

performance [13]. According to [14] stated that the CSI method has several advantages, namely efficient, easy to use, and uses a scale that has high sensitivity and reliability. This measurement is useful for knowing customer satisfaction and can determine future improvement targets.

According to [15] the customer satisfaction index value can be obtained by calculating the total average of the importance column (I) to obtain Y. The next step is to multiply the importance items (I) with performance (P) in the score column (S). The results of the multiplication are then added together to form T. The customer satisfaction index is obtained from the calculation of $(T/4Y) \times 100\%$. The value 4 on 4Y is the maximum value on the measurement scale.

Table 3. Example of calculating the customer satisfaction index

Attribute	Importance (I)	Performance (P)	Score (S)
	1-4	1-4	S = (I) x (P)
1			
2			
3			
Etc			
Total score	Total (I) = (Y)		Total (S) = (T)

$$\text{Customer Satisfaction Index} = \frac{T}{4Y} \times 100\%$$

Notes:

T : The total importance score multiplied by the performance score

4 : Measurement scale

Y : Total importance score

Determining the satisfaction category value is carried out through several steps. The first is to determine the lower limit value of the interval according to formula 1 [12].

The lower limit value of the interval

$$= \frac{\text{Number of respondents} \times \text{smallest score}}{\text{Number of respondents} \times \text{biggest score}} \times 100\%$$

$$\frac{16 \times 1}{16 \times 4} \times 100\% = 25\%$$

The next step is to determine the difference in range values using formula 2 [12].

$$\text{difference in range values} = \frac{100\% - \text{lower limit}}{\text{number classes}}$$

So, the satisfaction category values can be arranged as in the table

Table 4. Satisfaction category value

Interval	Performance quality
25 % - 44 %	Very Not Good
45 % - 64 %	Not good
65 % - 84 %	Good
> 85 %	Very good

3 Results and Discussion

3.1 Respondent Profile

The number of respondents in this study are 16 people. The profile of the respondents in this study is shown in Table 5.

Table 5. Respondent profile

Profile	Total (person)	Percentage (%)
Education		
- Elementary school	6	37
- Junior high school	1	6
- Senior high school	6	37
- Bachelor	3	20
Occupation		
- Paramedic veteriner service	1	7
- Farmer	3	20
- Teacher	2	13
- Animal Farmer	9	60
Livestock ownership		
- < 10 ekor	5	31
- 11-25 ekor	6	37
- 26-50 ekor	3	19
- >50 ekor	2	13
Experience		
- < 1 tahun	1	6
- 1-5 tahun	12	75
- 5-10 tahun	1	6
- >10 tahun	2	13
Motivation		
- Primary business	2	12
- Non primary business	7	44
- Saving	7	44
Purpose of livestock production business		
- Kids production	11	69
- Milk production	5	31

Based on the table, it is known that the education level of the most respondents is elementary and high school with six people each. The majority of respondents work as farmers as many as nine people. However, only two people out of all respondents made livestock farming their main business, which was especially closely related to the number of livestock owners of more than fifty heads. While each of the seven people make livestock as a nonprimary business and savings. The majority of respondents owned less than 25 livestock, namely eleven people. The majority of respondents claimed to have 1-5 years of farming experience as many as twelve people. While the purpose of the goat livestock production business, as many as eleven respondents answered raising goats for kid production and five respondents answered for milk production. Farming experience and number of livestock ownership influences motivation to farming. At the same time, age, education level and number of family have no effect on motivation to livestock farming [16]. A study of goat farmer in Kuwarasan Village, Kebumen Regency, shows that the farmers are moderately motivated. The characteristics of farmers represented in age, education, farming experience, number of

families and number of livestock ownership do not show any influence on motivation to raise goats [17].

3.2 Customer Satisfaction Index

Based on the description above, the customer satisfaction index can be used to determine the level of customer satisfaction from a service as a whole through analyzing the level of importance of product attributes. After analyzing the customer satisfaction index, it is known that the value produced in this research is 74.02%, which means the level of customer satisfaction is in the range of 65% - 84% with the service performance predicate in the good category. This means that overall customer satisfaction with the product is classified as satisfied. However, service performance can still be improved to obtain an excellent title by improving the quality of several attributes so that customers feel very satisfied. Finding result show the same case happened to South Bandung Livestock Cooperative. As the producer of milk product, the consumers of liquid milk products are satisfied with a satisfaction index of 78.8%. The cooperative must improve promotion, packaging design and nutritional content need to be improved and its performance improved [18].

3.3 Importance and Performance Analysis

To determine the importance and performance of all attributes, it is necessary to analyze the level of importance and performance. The output of this analysis is operational suggestions and improvements to attributes that have low performance but have high importance. This analysis is used to calculate the value of X (average performance score) and Y (average importance score) and Tki (level of conformity). The level of suitability is a comparison between the performance score and the importance score which can be used to determine the priority scale for service improvement. The results of calculating performance scores, interests, averages and suitability levels are shown in Table 6.

Based on the calculation results, the results show that thirteen attributes, namely attributes 1, 2, 4, 5, 7, 9, 10, 11, 12, 13, 15, 16 and 17 have a 100% suitability level. While attributes 6 and 14 have a suitability level of 97.78% and 95.83%. In addition, there are two attributes that have low scores, namely attribute 3 with a suitability level of 35.8% and attribute 8 with a suitability level of 42.19%. Attribute 3 describes the completeness of supporting documents which shows that most of the respondents expressed interest in these supporting documents, but the producers had not fully complied with them. Meanwhile, attribute 8 describes after-sales service which shows that most customers express an interest in after-sales service, but manufacturers do not provide this service. Finally, in general, the level of suitability of performance and the importance of each attribute is 93.73% which means that the performance of service quality is very good.

The next stage is creating a performance (x) and importance (y) quadrant matrix. The horizontal line on the y-axis is formed from the mean of importance which is 2.26 which extends on the x1(0) and x2(4) axes. While the vertical line on the x-axis is formed from the average performance of 3.17 which extends on the y1 (0) and y2 (4) axes. The results of mapping on this quadrant matrix can be used to determine the position of attributes that need to be repaired or need to be maintained so that customer satisfaction can be achieved. The results of the mapping of the performance and interest quadrant matrix are shown in Fig 1.

Table 6. The results of the calculation of the level of importance and performance analysis

Attribute	Performance (Xi)	Importance (Yi)	Average (P)	Average (I)	Conformity (Tki)	Score (I x P)
Product						
1	51.00	43.00	3.19	2.69	100.00	8.57
2	48.00	41.00	3.00	2.56	100.00	7.68
3	19.00	53.00	1.19	3.31	57.58	3.93
Place						
4	64.00	18.00	4.00	1.13	100.00	4.50
5	48.00	19.00	3.00	1.19	100.00	3.56
Promotion						
6	44.00	45.00	2.75	2.81	97.78	7.73
7	60.00	34.00	3.75	2.13	100.00	7.97
8	27.00	64.00	1.69	4.00	42.19	6.75
Price						
9	47.00	34.00	2.94	2.13	100.00	6.24
10	45.00	39.00	2.81	2.44	100.00	6.86
Producer						
11	64.00	34.00	4.00	2.13	100.00	8.50
12	52.00	41.00	3.25	2.56	100.00	8.32
13	64.00	31.00	4.00	1.94	100.00	7.75
Proseses of sales						
14	46.00	48.00	2.88	3.00	95.83	8.63
15	64.00	29.00	4.00	1.81	100.00	7.25
16	54.00	26.00	3.38	1.63	100.00	5.48
Physical evidence						
17	64.00	17.00	4.00	1.06	100.00	4.25
Total				38.5		113.98
Average			3.17	2.26		

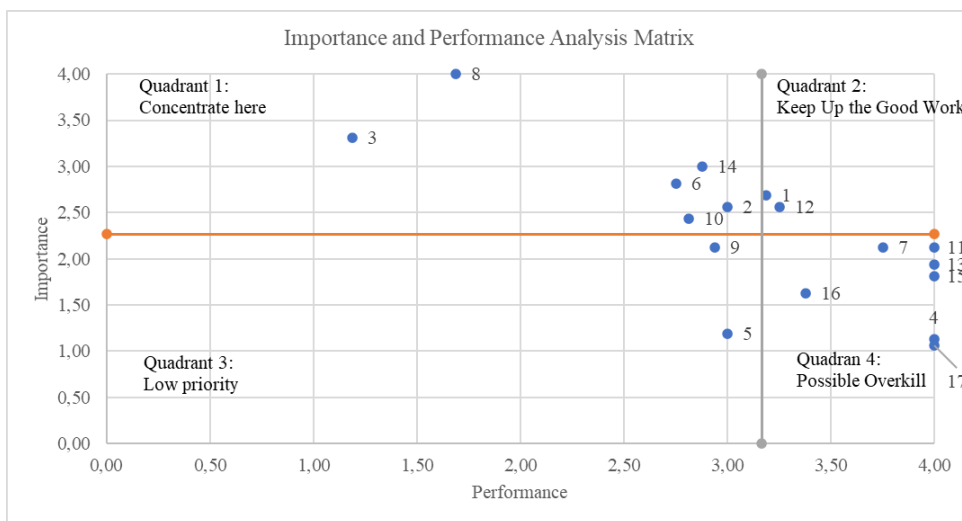


Figure 1. Importance and Performance Quadrant Matrix
 Source: Data processed, 2023

Based on Figure 1, there are four quadrants resulting from the intersection of the average importance and performance. In quadrant 1 there are six attributes that need to be given top

priority attention, namely attributes 2, 3, 6, 8, 10 and 14. Quadrant 1 is the result of mapping which shows a high level of customer interest, but the level of performance or customer satisfaction is low so it needs to be done repair. In quadrant 2 there are two attributes that fall into the category of maintaining performance, namely attributes 1 and 12. Quadrant 2 represents the same high level of importance and performance for customers and must still be maintained. In quadrant 3 there are two attributes, namely 5 and 9. which need to be given low priority or can be ignored temporarily because they have very little effect on customer satisfaction. In quadrant 4 there are seven attributes, namely 4, 7, 11, 13, 15, 16, 17. Quadrant 4 represents excessive importance and performance, which means it is not very important but has good satisfaction.

After mapping based on quadrants, it is necessary to develop improvement efforts to increase the efficiency and effectiveness of performance and service, especially on the attributes that are in quadrant 1. Some efforts that can be made on the attributes of quadrant 1 include:

1. Attributes 2 and 3 represent product variables. Attribute 2 is goat kid quality (performance of production and reproduction) as well as the number of kid at birth. The proposed improvement on this attribute is the need to replace the parents, both male and female parents, who have entered the age of culled. The older the etawa crossbreed goat, the lower the quality of the semen. The best quality semen is found in etawa crossbreed goats aged 3-4 years. So, the use of males in natural mating is recommended at the age range of 3-4 years to obtain good quantity and quality of semen [19]. Attribute 3 is the completeness of sales supporting documents consisting of a travel document, a health certificate from an authorized veterinarian, and a certificate of proper breed. The proposed improvement to this attribute is the inclusion of supporting documents in every sale to all customers or buyers. The age of the doe determines productivity in the form of litter size. In addition, the older the parent, the ability of the ovaries to produce ova decreases in quality and quantity, which has an impact on reducing the quality of the kids [20];
2. Attributes 6 and 8 represent promotions. Attribute 6 is the adequacy of information during sales promotion consisting of goat breed or strain, sex, age or date of birth, pedigree, growth potential/production of meat and milk. The proposed improvement on this attribute is the need for a system and information materials that can be presented in the form of a brief presentation to customers of goat seeds. These information systems and materials are related to production data in the form of growth in body weight or milk production as well as other production data related to stock availability of ready-to-sell goat breeds, especially related to transparency of data on age and pedigree. Attribute 8 is after-sales service which consists of technical guidance on maintenance management and recording and quality control of goat kids at least once after purchase. The proposed improvement on this attribute is that there is a need for an after-sales service program for customers, especially after lambing and the kids are more than 3 months old until they enter the productive breeding age. Promotions influence repeat purchases. Promotion can build communication and can have a good influence on both parties by building trust and avoiding suspicion. As a business actor, it is necessary to increase attractive sales promotions in a business unit so that it can influence consumers and make repeat purchases in the future [21];
3. Attribute 10 represents price. Attribute 10 is a price negotiation mechanism which consists of price negotiation, the price requested by the customer is considered by the producer and the price accommodates additional needs proposed by the customer. The proposed improvement to this attribute is the existence of regulations or rules that can accommodate producers to sell goat kids at more flexible auction prices. In this case, flexible means that in determining prices there is a lower limit on offers and customers

can determine the reasonableness of the price of the individual goat kids offered. The price set by a company is one of the factors that influences consumers repurchase interest. Price is the amount of money charged for a product or service [22].

4. Attribute 14 is the ease of the payment process which consists of a commitment to complete or pay-off, cash or non-cash payment, payment via the receipt treasurer or direct deposit via a virtual account, as well as proof of payment and settlement containing the identity of the agency and the official name of the officer. The proposed improvement to this attribute is that there needs to be a transparent and accountable mechanism in regulating payment transactions so that there is no potential for fraud or losses incurred in the sales process. The process of sales, as well as the producers, are the most important marketing mix elements and receive strong indications of customer satisfaction for short food supply chains. So that emphasis should be placed both on the processes of sales and producers [5].

While the attributes in quadrant 2 are attributes that need to be maintained. This quadrant means that there are factors that are considered important and are expected to be one of the factors that support customer satisfaction so that it is mandatory to maintain this performance achievement [23]. The attributes in this quadrant are attributes 1 and 12. Attribute 1 is an assessment of the production and reproductive performance of goat kids, consisting of quantitative and qualitative performance, as well as male and female reproductive characteristics. At the same time, attribute 12 is an assessment of the willingness to share information about goat kid products to be purchased, which consists of conveying the stock of the number of goat kids available, conveying information on the productive age of goats, conveying information on the advantages and disadvantages of Etawa Crossbreed or Senduro goat kid products.

In quadrant 3 there are two attributes, namely attributes 5 and 9. This quadrant shows that the attributes in this position need to receive low priority. Attribute 5 is the days and hours of service and the frequency of visits to buying goat kid. While attribute 9 is the suitability of the price with the product quality of goat seeds. This quadrant indicates that satisfaction with this service attribute is low and is considered not too important for customers. Thus, the organization does not need to pay attention to these attributes.

In quadrant 4 there are seven attributes, namely 4, 7, 11, 13, 15, 16, 17. Quadrant 4 can be redundant which means that in this quadrant there are factors that are not too important and are not really expected by customers, so that the focus of the organization can be shifted on other attributes that have a higher priority level. Attribute 4 is good access to Goat Production Farm locations and is affordable by private vehicles. Attribute 7 is the availability of special presentation sessions for goat breed customers on the dimensions of place, time, use of teaching aids and discussions and questions and answers. Attribute 11 is the politeness and friendliness of the sales service staff. Attribute 13 is the officer's honesty. Attribute 15 is the speed of the service process in selecting goat seeds less than 2 hours from arriving at the location. Attribute 16 is the availability of goat seed delivery service and the agreement about it. Attribute 17 is the cleanliness and comfort of the environment and production facilities in the form of odor-free, piles of garbage and dirt, and free of noise that disturbs comfort.

4 Conclusion

4.1 Conclusion

1. Based on the customer satisfaction index, the level of customer satisfaction is 74.02% or the predicate is "good". The satisfaction index is measured through marketing mix elements commonly known as the 7Ps, namely product, price, place, promotion, process,

- physical evidence, and people. However, there are still opportunities to improve service quality to the very good category by improving the service quality of several attributes.
2. Based on the results importance and performance analysis, there are six performance attributes that must be improved. First, is the quality of offspring through production performance, reproduction and the chance of multiple births. Second, completeness of sales supporting documents. Third, the adequacy of sales promotion information. Fourth, after-sales service in the form of customer technical assistance. Fifth, the mechanism for determining the price of goat seeds. Sixth, the ease of processing payments through receipts, the availability of non-cash payments, as well as the existence of proof of payment accompanied by the agency's identity.

4.2 Recommendation

Increasing the customer satisfaction index can be done through improvements to service quality as follows:

1. Evaluate the use of male and female parents so that production and reproductive performance as well as the chance of multiple births can increase according to customer expectations.
2. Include sales supporting documents in each kid sales transaction process.
3. Provide a complete explanation of the available goat kids stock including breed/line of goat kids, gender, age or date of birth, pedigree, as well as meat growth potential or milk production potential.
4. Provide technical assistance to customers at least once in terms of good farming practices management and recording.
5. Improve the pricing mechanism through a negotiation process so that it can accommodate customer needs.
6. Increase the convenience of payment methods through agreement completion, availability of non-cash payments, as well as transparent and accountable proof of transactions.

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