

Article

Maize Farmer Satisfaction with Extension Activities in Sumberlesung Village, Jember Using CSI and IPA Analysis Approach

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Abstract: Extension is one of the factors that determines the success of agricultural development in Indonesia. The success of extension activities is measured by the performance of the extension workers, which can be measured through the level of farmer satisfaction in obtaining extension services. This research aims to determine: (1) the level of performance of agricultural instructors; (2) the level of interest (expectations) of corn farmers regarding the performance attributes of agricultural instructors; (3) rice farmers' satisfaction with agricultural extension activities; (4) suitability between the level of performance and expectations of rice farmers regarding the performance of agricultural instructors in Sumberlesung Village, Ledokombo District, Jember Regency. The data analysis method uses a scoring method with a Likert scale approach, Customer Satisfaction Index, and Importance Performance Analysis. The results of the research show, (1) the level of performance of agricultural instructors is categorized as good with an achievement of 81.6% of the maximum score, (2) the level of expectations of farmers regarding the performance of agricultural instructors is categorized as very important with an achievement value of 81.7% of the maximum score, (3) corn farmers' satisfaction with extension activities is at a satisfaction index of 0.80 - 01.00 or 80% - 100%, which means that rice farmers' satisfaction is at the "very satisfied" criteria, because the CSI value is 82.43%. (4) The main priority of corn farmers regarding extension activities is the completeness of praga equipment, and the provision of facilities and infrastructure.

Keywords: Extension, CSI, IPA,

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1. Introduction

Agricultural extension is technically and managerially carried out by an extension agent who has a function to provide educational services and information needed by farmers, so that farmers can do farming better, the role of agricultural extension agents is needed to guide farmers in improving farmers' skills so that it is hoped that farmers' adoption of high agricultural technology can increase farmers' production and improve the welfare of farmers and their families (Novianda et al., 2021). The effectiveness of extension programs can be achieved if the main interests and needs of the community are prioritised and existing resources are considered (Sumartono, 2023). Agricultural extension officers in general have a strategic role as a bridge between the government, farmers and external stakeholders (Lestari et al., 2023). Agricultural extension is carried out jointly by the government through agricultural extension workers, the harmony and equality of goals between farmers and the government must be clear so that all problems faced by farmers can be resolved (Sundari et al., 2015).

The performance of agricultural extension workers can be measured through the level of satisfaction of the farming community in obtaining services from their extension workers (Sugihono et.al, 2024) . In addition, good performance must also pay attention to the expectations desired by the farmers. So that there is a match between the performance provided and the expectations of farmers. (Yuliana et. Al. 2020). Ledokombo sub-district is divided into 10 villages, where one of the villages that is still active in extension activities is Sumberlesung village. Ledokombo sub-district is divided into 10 villages, where one of the villages that is still active in extension activities is Sumberlesung village. Sumberlesung village has 8 farmer groups and is one of the villages with the most farmer groups. Given that no research has been conducted on how corn farmers' satisfaction with agricultural extension activities in Sumberlesung Village, Ledokombo Sub-district, the researchers were interested in conducting the study.

2. Materials and Methods

The research location was determined purposively in the working area of the Extension Worker, namely in Sumberlesung Village, Ledokombo Sub-district, Jember Regency. The research was conducted in May - June 2024. The sampling method used a simple random sampling method, namely maize farmers who are members of farmer groups, and are recommendations from farmer group administrators, based on activeness in the group in participating in extension activities.

Data collection methods or techniques were conducted using primary and secondary data. Primary data was obtained through direct interviews with maize farmers in the selected sub-districts using the attached questionnaire. The questionnaire technique is a form of structured questions given to respondents in accordance with the research problem. Meanwhile, secondary data were obtained from relevant agencies or institutions, namely the Central Statistics Agency (BPS).

This research uses descriptive data analysis methods, and scoring methods through a Likert scale approach to see the level of performance and expectations. Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI). The data obtained is processed using Microsoft Office Excel and SPSS. To answer the first and second objectives using the scoring method with a Likert scale range approach, which is to measure t This study uses descriptive data analysis methods, and scoring methods through a Likert scale approach to see the level of performance and expectations. Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI). The data obtained is processed using Microsoft Office Excel and SPSS. To answer the first and second objectives using a scoring method with a Likert scale range approach, namely to measure the level of performance of extension workers and the level of importance (expectations) of corn farmers on the performance attributes of extension workers. The dimensions of performance measurement and expectations are Tangible, Reliability, Responsiveness, Assurance, and Emphathy. To answer the third objective, namely regarding corn farmers' satisfaction with agricultural extension activities seen from the performance of extension workers and farmers' expectations using Customer Satisfaction Index (CSI) analysis. CSI measurement is done in two stages, namely overall CSI and CSI on each attribute. The overall CSI is used to measure the overall satisfaction level of maize farmers by looking at the level of performance and expectations. The stages in analysing corn farmers' satisfaction with agricultural extension activities using the Costumer Satisfied Index (CSI) according to (Trisnaningtyas et al., 2020) are as follows:

- a. Determine the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS) with the formula

$$MIS = \frac{\sum_{i=1}^n y_i}{n} \quad MSS = \frac{\sum_{i=1}^n x_i}{n}$$

Description:

y_i : Importance value of the i -th attribute

x_i : Performance value of the i -th attribute

n : Number of respondents

- b. Calculate the weight factor (WF) with the formula:

$$WF = \frac{MIS}{\sum_{i=1}^p MIS_i} \times 100\%$$

Description:

P : Number of importance attributes

i : The i -th attribute

- c. Calculate Weight Score (WS) with the formula:

$$WS_i = WF_i \times MSS$$

Description:

i : The i -th attribute

- d. Determine the Satisfaction Index with the formula:

$$CSI = \frac{\sum_{i=1}^n WS_i}{HS} \times 100\%$$

Description:

HS: The maximum scale used (5)

WS _{i} : Weight Score

The satisfaction index uses a range of scales to indicate the level of satisfaction with the following formula

$$RS = \frac{m - n}{b}$$

Description:

m : highest score

n : lowest score

b : number of categories created

CSI measurement for each attribute is obtained from the value [(average score of importance level/5)*(average score of performance level/5)]. The number 5 is the maximum scale used in this study. The satisfaction value per attribute is generated by freeing each attribute from the maximum scale used in order to obtain the maximum attribute satisfaction of 100 per cent. 5 is the maximum scale used in this study. The satisfaction value per attribute is generated by freeing each attribute from the maximum scale used in order to obtain the maximum satisfaction of the attribute of 100 per cent. For this study the scale ranges are:

$$RS = \frac{100\% - 0\%}{5} = 20\%$$

So based on the calculation of the scale range, the scale range of farmer satisfaction is:

Table 3.1 Farmer Satisfaction Scale

CSI Value	CSI Criteria
81 % - 100 %	Very Satisfied
61 % - 80 %	Satisfied
41 % - 60 %	Moderately Satisfied
21 % - 40 %	Not Satisfied
0 % - 20 %	Very Dissatisfied

To achieve the fourth objective, knowing the priority efforts of maize farmers towards extension activities, Importance Performance Analysis (IPA) was used. According to Retang (2022), the IPA method in the form of a cartesian diagram is a procedure for describing the relative importance of various indicators to determine the fundamental indicators, so as to provide an indication of the areas or indicators that need to be improved in service quality.

The IPA method uses qualitative descriptive analysis in analysing research data and to answer the formulation of problems regarding the performance of extension workers and farmers' expectations in agricultural extension activities. Analysis of the level of performance and expectations of farmers can produce Cartesian diagrams. IPA analyses the level of conformity, which is the comparison between the score of services provided and the score of customer expectations. The level of conformity determines the priority order of farmer satisfaction factors that need to be improved.

The X horizontal axis in the IPA Cartesian diagram contains the average value of the performance score, while the Y upright axis contains the average value of the expectation score (importance). The Cartesian diagram represents a shape divided into four parts bounded by two lines that intersect perpendicularly at points (X,Y) where (X) is the average score value of the satisfaction level of corn farmers from all attributes and (Y) is the average score value of the level of expectations of corn farmers from all attributes. So that later it can be seen the comparison between the score of service performance provided with the expected score. The level of conformity determines the priority order of performance attributes that need to be improved. So that the most expected performance attributes of extension workers are obtained by corn farmers.

$$\bar{x} = \frac{\sum X}{n}$$

And

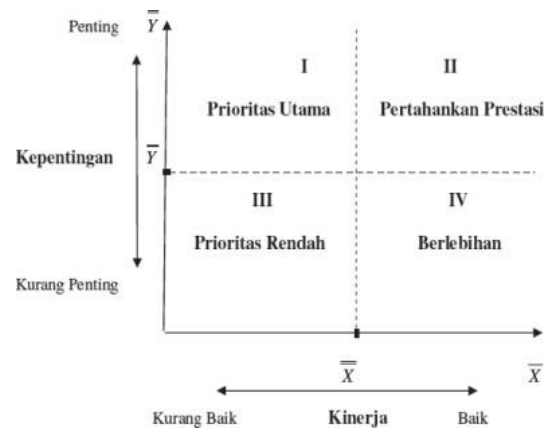
$$\bar{y} = \frac{\sum X}{n}$$

Description:

x = Average Importance level

y = Average performance level

n = number of attributes



Source: Rangkuti (2006).

Figure 1. Cartesian diagram. Source: Rangkuti (2006).

a. Quadrant 1 (top priority)

Attributes located in Quadrant 1 include attributes with a high level of importance (expectations) but a low level of performance. Attributes classified in Quadrant 1 must be improved and become the main focus for future improvement.

b. Quadrant 2 (maintenance of achievement)

Quadrant 2 contains attributes that are considered significant by respondents and are considered to have reached a relatively high level of satisfaction according to their expectations. Attributes in quadrant 2 must be maintained because of their contribution to the improvement of agricultural extension in Sumberlesung Village, Ledokombo District, Jember Regency.

c. Quadrant 3 (low priority)

Quadrant 3 includes attributes that are considered less important and their performance is considered less satisfactory by respondents. Improvements in quadrant 3 attributes can be reconsidered because of their impact on the satisfaction of corn farmers in Ledokombo Ledoko District.

d. Quadrant 4 (excessive)

Quadrant 4 attributes include those that are considered less important by respondents, namely maize farmers, but their performance is considered good, so the attributes are considered excessive. Quadrant 4 attributes can be reduced to optimise extension efforts and save resources.

3. Results

Profile of Corn Farmers in Sumberlesung Village, Ledokombo District, Jember Regency

The characteristics of respondents used in this study in terms of age, education level, gender, farming experience, length of time as a farmer group member, land size, and land ownership status. The profile is aimed at administrators or members who are members of farmer groups in Sumberlesung Village, Ledokombo District, Jember Regency.

Table 3.2 Profile of Maize Farmers by Average in Sumberlesung Village, Ledokombo Subdistrict, Jember District

No	Variable	Unit	Average
1	Age	(years)	55,65
2	Education	(years)	8,85
3	Farming Experience	(years)	27,07

4	Length of Time as a Member of the Farmers Group	(years)	15,37
5	Land area	(hectares)	0,75

In the table 3.2, there is some important information regarding the characteristics of maize farmers in Tenggarang Sub-district:

1. Average Farmer Age: The average age of maize farmers in Sumberlesung Village is 55.7 years. This age falls into the productive age category, which means that the farmers are still able to contribute optimally to the maize farm.
2. Farmer Education: Of the 40 maize farmers, the average level of education is 8.85 years, equivalent to a junior high school graduate. This indicates that the majority of farmers have a junior secondary education, which could support the application of more modern farming technologies and management.
3. Farming Experience: The average experience of farmers in maize farming is 27 years. This indicates that they have a long experience in managing maize farming, which can help in dealing with various challenges and changes in agriculture.
4. Farmer Group Membership: Jsgung farmers in Sumberlesung Village have an average of 15.3 years of farmer group membership experience. Membership in a farmer group can assist in improving access to resources, training, and technical information needed to increase farmer productivity and welfare.
5. Area of Cultivated Land: The average cultivated land area of farmers in Tenggarang Sub-district is 0.75 hectares. This information is important to understand the scale of agricultural businesses run by farmers in the region.

Considering this information, it can be concluded that maize farmers in Sumberlesung Village, Ledokombo Sub-district are of productive age, have relatively good education levels, sufficient farming experience, and membership in farmer groups that can support collective farming development.

Considering this information, it can be concluded that maize farmers in Sumberlesung village, Ledokombo sub-district, are of productive age, have relatively good education levels, sufficient farming experience, and membership in farmer groups that can support collective farming development.

Performance Level of Extension Workers in Agricultural Extension Activities

Research on the level of performance of extension workers was aimed at farmer groups, data collection techniques were distributed to 15 farmer groups in Sumberlesung Village, Ledokombo District, Jember Regency. The results of tabulation of respondents' scores in providing an assessment of the performance of extension workers in conducting extension activities to farmer groups are shown in the dimensions of extension service attributes, namely, Tangible, Reliability, Responsiveness, Assurance and Emphathy.

Assessment criteria to determine the level of performance of extension workers on extension activities to farmer groups in Sumberlesung Village, Ledokombo District, Jember Regency using a Likert scale with the following provisions:

$$\frac{\sum(1x n_1) + (2x n_2) + (3x n_3) + (4x n_4) + (5x n_5)}{5(\text{skor maksimal}) \times 25(\text{jumlah atribut}) \times 40(\text{jumlah responden})} 100\%$$

The assessment criteria to determine the level of performance of extension workers on extension activities to farmer groups in Sumberlesung Village, Ledokombo District, Jember Regency using a Likert scale.

Table 3.3 Performance Level of Extension Workers on Extension Activities

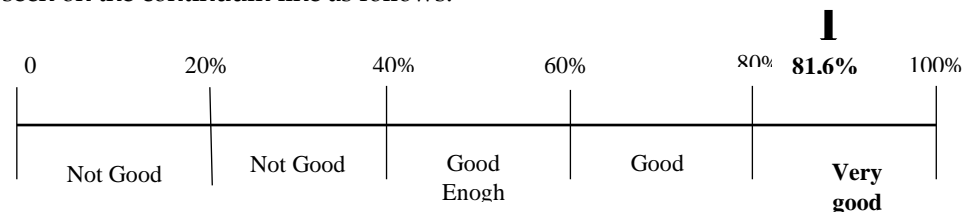
No	Extension Dimensions	Score	maximum score	percent (%)
1	<i>Tangible</i>	485	600	80,83
2	<i>Reliability</i>	1295	1800	71,94
3	<i>Responsiveness</i>	579	600	96,5
4	<i>Assurance</i>	697	800	87,13
5	<i>Emphathy</i>	1022	1200	85,17
Total		4078	5000	81.6

Notes: a) Extension performance is the limit of the research instrument.

b) The score obtained is the number of scores obtained from the assessment criteria.

c) Maximum score is the number of scores that should be obtained

Table 6.9 shows that the highest percentage is in the dimension of responsiveness with a percentage of 96.5%. Farmers assess that in the responsiveness dimension the performance provided by the extension agent is very good, especially the speed of the extension agent in handling farmers' complaints on their farming business, the extension agent is always swift in providing solutions to farmers' farming problems. In addition, extension workers are also always quick in providing the latest information in agriculture both offline and online. The lowest percentage value is in the reliability dimension with a percentage of 71.9%, this is due to the fact that extension workers are still lacking in providing market and capital information for farmers in Sumberlesung Village, of course farmers expect a little information to make it easier for farmers to do marketing and capital. Based on the calculation of the level of performance of extension workers on extension activities to farmer groups in Sumberlesung Village, Ledokombo District, Jember Regency is categorized as good with a percentage value of 81.6%. This can be interpreted that farmers feel the performance of extension workers is very good can be seen on the continuum line as follows:

**Figure 3. 2** Continuum Line

Farmers' Expectations of Extension Worker Performance

Research on the level of farmers' expectations of the performance of extension workers in Sumberlesung Village, Ledokombo Subdistrict, Jember Regency used a Likert Scale to assess five dimensions of services provided by extension workers. This assessment scale includes Tangible (physical aspects such as reading materials and other facilities), Reliability (reliability in carrying out tasks), Responsiveness (responsiveness to farmers' needs), Assurance (certainty and confidence in the extension worker), and Empathy (ability to understand and respond to farmers' emotional needs). Data was collected from 15 farmer groups in the region to reflect how important each of these service dimensions is to farmers. The results of this study are expected to provide a comprehensive picture of farmers' expectations and evaluations of the role of extension agents in supporting local agricultural development.

$$\frac{\sum(1x n_1) + (2x n_2) + (3x n_3) + (4x n_4) + (5x n_5)}{5(\text{maximum scor})x25(\text{atribute})x40(\text{number of respondents})} 100\%$$

Based on the results of the analysis of the assessment of the level of importance of the performance of extension workers, namely Tangible, Reliability, Responsiveness, Assurance and Emphathy, the results obtained can be seen in Table 3.3:

Table 3.3 Farmers' Expectation Level of Extension Performance

No	Extension Dimension	Score	Maximum score	Percent (%)
1	<i>Tangible</i>	484	600	80,67
2	<i>Reliability</i>	1411	1800	78,39
3	<i>Responsiveness</i>	547	600	91,17
4	<i>Assurance</i>	665	800	83,13
5	<i>Emphathy</i>	980	1200	81,67
Total		4087	5000	81.7

Table Description:

- Farmer expectations are the limitations of the research instrument.
- The score obtained is the sum of the scores obtained from the assessment criteria.
- The maximum score is the number of scores that should be obtained

From Table 3.3, the results show that the highest level of expectation from farmers towards the performance of extension workers is in the dimension of responsiveness with a percentage of 91.17%. Farmers consider that the alertness and responsiveness of extension workers in responding to complaints or problems faced by farmers is very important because it can have a direct impact on the results of their agricultural businesses. On the other hand, the lowest level of expectation is in the reliability dimension, with a percentage of 78.39%. Some farmers are of the opinion that market information and capitalization are not that important, as farmers often engage in or directly interact with marketing activities. Overall, the level of importance (expectations) of farmers towards the performance of extension workers in Sumberlesung Village, Ledokombo Subdistrict, Jember Regency is considered very important with a percentage value of 81.7%. This shows that farmers consider the performance attributes of extension workers as a very crucial factor in the success of agricultural extension activities.

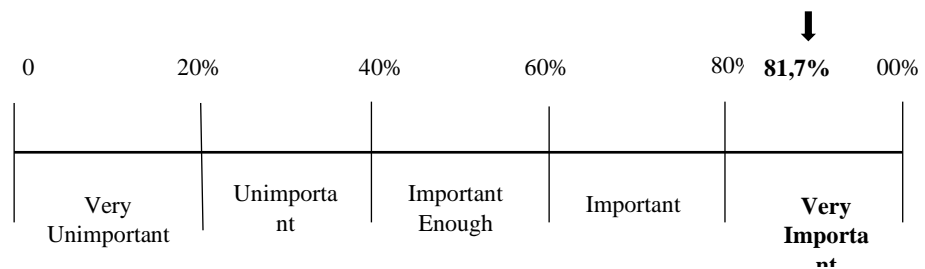


Figure 3.3. Continuum Line

Satisfaction of Corn Farmers with Extension Activities

In this study to see the level of corn farmers' satisfaction with extension activities in Sumberlesung Village, Ledokombo District, Jember Regency as a whole by considering the level of performance and the level of importance or expectations of farmers from 25 attributes of extension performance using Customer Satisfaction Index (CSI) analysis. The results of the CSI analysis can be seen in Table 3.4:

Table 3.4 Maize farmers' satisfaction with extension activities

No	Dimension	Atribute	WS
1	<i>Tangible</i>	Neatness and appearance of the Extension Worker	18,56
2		Neatness and cleanliness of the room	14,41

3		Completeness of teaching aids	14,75
4	<i>Reliability</i>	Direct practice in the field during training and visits	21,69
5		Conducting training and visits regularly	11,92
6		Provision of facilities and infrastructure	12,64
7		needed by farmers	13,25
8		Extension workers assist farmers/farmer groups in developing farm business activity plans	16,05
		Extension workers help farmers/farmer groups make group administration	18,61
10		such as RDKK proposals, administration books, monthly reports, etc..	8,63
11		Extension workers convey the latest technology information	7,98
12		Extension workers convey market information	15,08
13	<i>Responsiveness</i>	Ability of extension workers to respond quickly to problems that arise	21,81
14		Speed in handling farmer complaints	22,19
15		Speed in delivering the latest information	20,58
16	<i>Assurance</i>	Providing guidance and solving problems of farmers/farmer groups in decision making to	15,35
17		establishing business partnerships in agriculture	19,78
18		Knowledge and skills in providing clear and understandable information to farmers.	17,13
19		Serving/resolving problems thoroughly	18,72
20	<i>Empathy</i>	Extension workers are friendly	21,56
21		Easy to contact/meet for consultation	22,19
22		Equal service to farmers without favoritism	18,55

23		Provide special (individualized) attention to specific problems	13,85
24		(special)	14,52
25		Extension workers and farmers face problems together	12,37
		<i>Weight Total Score (WT)</i>	412,17
		CSI	82,43

Efforts to Improve Maize Farmer Satisfaction with Extension Activities

This analysis uses the Importance Performance Analysis (IPA) method to identify the main priorities in extension services that can affect farmer satisfaction. The Cartesian diagram presented based on the results of the analysis will visualize the relative position of each service attribute, helping to formulate a more focused improvement strategy and can affect farmer satisfaction can be presented in the following Cartesian diagram.

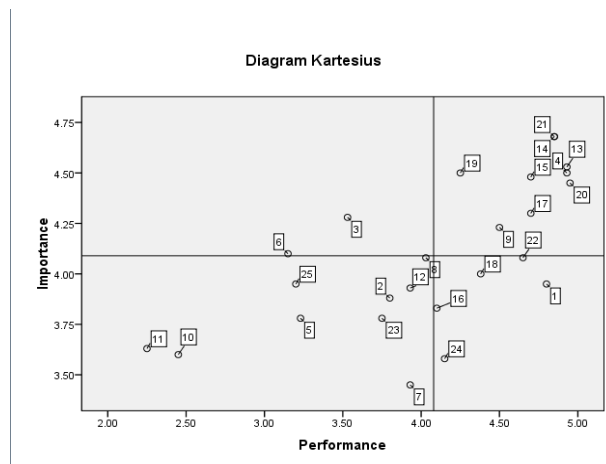


Figure 3. 4 Diagram Kartesius *Importance-performance*

Description:

Quadrant 1 (top priority)

- 3. Completeness of teaching aids
- 6. Cultivation of facilities and infrastructure needed by farmers

Quadrant 2 (maintain position)

- Direct practice in the field during training and visits
- 9. Extension workers convey the latest technological information
- 13. Extension workers' ability to respond quickly to problems that arise
- 14. Speed in handling farmer complaints
- 15. Speed in delivering the latest information
- 17. Knowledge and skills in providing clear and understandable information to farmers.
- 19. Knowledge and ability of extension workers to recognize problems in maize farming in the field (pests, diseases, etc.)
- 20. Extension workers are friendly

	21. Easy to contact/meet for consultation 22. Same service to farmers without favoritism
Quadrant 3 (low priority) 2 Neatness and cleanliness of the room 5 Conduct training and visits regularly 7 Extension workers assist farmers/farmer groups in developing farm business activity plans 10 Extension workers convey market information 11 Extension workers convey capital information 12 Extension worker's influence on increasing maize farming yields 23 Gives special (individualized) attention to certain (special) problems 25 Preparing reading materials, food and drinks during counseling	Quadrant 4 (excessive) 1. Neatness and appearance of the Extension Worker 8. Helping farmers/farmer groups make group administration such as RDKK proposals, administration books, monthly reports, etc.. 16. Provide guidance and solve problems of farmers/farmer groups in decision making to establish business partnerships in agriculture 18. Serve/resolve problems completely 24. Extension workers and farmers face problems together

The IPA Cartesian diagram described in Figure 6.1 shows each attribute in the four quadrants. Each attribute that is in the four quadrants can be explained as follows:

1. Quadrant I (Top Priority)

Quadrant I contains attributes that are considered important by consumers but in reality the performance carried out by the extension workers of Sumberlesung Village, Ledokombo District, Jember Regency on these attributes is not in accordance with what farmers expect. The level of farmer satisfaction is still low so that extension workers need to improve their performance on these attributes. Based on the results of the study, there are two attributes that fall into the quadrant I group, namely the completeness of props and facilities, infrastructure needed by farmers.

2. Quadrant II (Maintain Position)

Quadrant II contains attributes that are considered important by farmers and the performance carried out by extension workers of Sumberlesung Village, Ledokombo District, Jember Regency in accordance with the expectations of farmers. This requires extension workers to maintain their performance, which in this context maintains its performance for attributes that are in quadrant II. There are 10 attributes that are in quadrant II, namely direct practice in the field during training and visits, responsiveness to problems that arise, extension workers convey the latest technological information, speed in handling farmer complaints, speed in conveying the latest information, knowledge and skills in providing training.

Clear and understandable information to farmers, service/resolution of problems thoroughly, knowledge and ability of extension workers in knowing the problems in maize farming in the field (pests, diseases, etc.), extension workers being friendly, easy to contact/meet for consultation, service to farmers without being picky.

3. Quadrant III (Low Priority)

In quadrant III contains attributes that are considered less important by farmers and in fact the performance of extension workers for these attributes is not too good. Improvement or improvement of the performance of the attributes contained in this quadrant can be reconsidered because it has little effect on farmer satisfaction. The attributes included in quadrant III, namely the neatness and cleanliness of the room, conduct training and regular visits, extension workers help farmers / farmer groups in preparing farm business activity plans,

extension workers convey market information, extension workers convey capital information, the influence of extension workers on improving the results of farming jaa give special attention (individual) on certain issues (special), and prepare reading materials, food and drink during counseling.

4. Quadrant IV (Excessive)

Quadrant IV contains attributes that are considered less important by farmers, but in fact the performance of extension workers is very good. Some farmers consider it excessive. The performance of the attributes contained in this quadrant can be reduced so that extension workers can improve their performance on attributes that are in quadrant I or top priority. Attributes that are in this quadrant include, among others, neatness and appearance of extension workers, helping farmers / farmer groups make administrations such as RDKK proposals etc., providing guidance and solving problems of farmers / farmer groups in decision making in order to establish business partnerships in agriculture, serving problems thoroughly, and extension workers face problems together.

4. Conclusion

- a. The performance of agricultural extension workers in Sumberlesung Village, Ledokombo District, Jember Regency is categorized as very good with an achievement of 81.6% of the maximum score. This can be interpreted that the performance provided by extension workers is very good. Suggestion: Suggestions for the performance of extension workers in Sumberlesung Village to continue to improve and provide greater benefits for farmers: Evaluation and Follow-up, Increasing Extension Capacity and Competence through workshops, Use of Information Technology for wider farmer reach and disseminating information quickly and efficiently. Participatory Approach, Collaboration with Other Stakeholders, Farmer-Extension Evaluation Program to identify successes and shortcomings in extension activities, and find joint solutions.
- b. The level of farmers' expectations of the performance of extension workers in Sumberlesung Village, Ledokombo District, Jember Regency is categorized as very important with an achievement of 81.7% of the maximum score. It can be interpreted that farmers feel that the performance attributes of extension workers are very important to continue to be applied in extension activities. Suggestion: Completeness of teaching aids, such as providing pictures of pests, etc., to make it easier and for farmers to better understand what is being conveyed by the extension workers, during extension activities.
- c. Maize farmers' satisfaction with extension activities is at a satisfaction index of 80% - 100%, which means that the satisfaction index of maize farmers is in the "very satisfied" criteria, because the value of CSI is 82.43%. The CSI value explains that in general corn farmers in Sumberlesung Village, Ledokombo Subdistrict, Jember Regency are very satisfied with the performance of extension services. Providing facilities and infrastructure for farmers, such as subsidies for fertilizer and corn seeds, to further ease the farmer's economy. Suggestions to maintain corn farmer satisfaction with extension activities that are already at the "very satisfied" level are: Increasing the Continuity of Extension Programs, Improving Extension Materials and Techniques, Periodic Feedback and Evaluation, Utilization of Technology for Extension, Specific Assistance Based on Farmer Requests, Development of Award or Recognition Programs.
- d. Efforts to determine the satisfaction of corn farmers with the performance of extension workers is to complete the quadrant I or cartesian diagram as an improvement and improvement of the performance of extension workers because it can affect the satisfaction of farmers. Quadrant I (top priority) is the

completeness of props, Endeavoring facilities and infrastructure needed by farmers. Both attributes must be improved performance because it can affect and increase farmer satisfaction. Attributes that are in quadrant II must be maintained because the performance of these attributes that make corn farmers satisfied with the performance of extension workers. Suggestions: Improving performance on these two attributes needs to be prioritized, because it directly affects farmer satisfaction and their productivity. In this quadrant, the main focus is on factors that have a major impact on farmer satisfaction but whose performance is still considered inadequate. Among them: Extension workers need to ensure the availability and optimal utilization of teaching aids when conducting counseling. Complete and appropriate teaching aids can facilitate farmers' understanding of the material presented. Facilities such as superior seeds, fertilizers, and modern agricultural technology need to be considered to meet farmers' needs. Extension workers can work together with related parties to ensure access and distribution of these facilities according to farmers' needs. In this quadrant, attributes that have provided satisfaction for farmers should be maintained or even improved little by little to maintain long-term satisfaction. Extension workers need to continue to maintain performance on aspects that are considered good by farmers. Examples of attributes that could be in this quadrant might include effective communication, frequency of visits, and quality of counseling.

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