

Analisis kepentingan dan kinerja sertifikasi Indonesian sustainable palm oil (ISPO) dari perspektif perusahaan perkebunan kelapa sawit dalam mendukung perdagangan CPO berkelanjutan = Analysis of importance and performance of Indonesian sustainable palm oil (ISPO) certification from perspective oil palm plantation companies in support of trade crude sustainable palm oil

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Abstrak

Penelitian ini bertujuan untuk mengetahui tingkat kepentingan dan kinerja sertifikasi Indonesian Sustainable Palm Oil (ISPO), kendala yang dihadapi oleh perusahaan perkebunan kelapa sawit dalam melakukan sertifikasi serta upaya-upaya yang dapat dilakukan dalam memperbaiki kinerja layanan sertifikasi ISPO. Penelitian ini merupakan penelitian campuran (mix method) dengan menggunakan metode sequential explanatory. Teknik pengumpulan data kuantitatif melalui kuesioner tertutup dengan skala likert dan kuesioner terbuka, sedangkan penelitian kualitatif menggunakan wawancara mendalam (indepth interview) dan terstruktur. Selain itu, peneliti juga melakukan studi pustaka, dan observasi.

Untuk penelitian kuantitatif, peneliti menggunakan pendekatan lima dimensi pengukuran kepuasan pelayanan pelanggan yakni dimensi berwujud (tangible), keandalan (reliability), kecepatan (responsiveness), kepastian (assurance) dan keempatian (emphthy). Unit analisis dalam penelitian ini adalah personalia yang bertanggungjawab dalam sertifikasi ISPO pada perusahaan perkebunan kelapa sawit yang telah menerima sertifikat ISPO, serta personalia yang bertanggungjawab dalam sertifikasi pada perusahaan perkebunan kelapa sawit yang belum melakukan upaya sertifikasi ISPO. Jumlah unit analisis pada perusahaan perkebunan kelapa sawit yang telah menerima sertifikat ISPO adalah tiga puluh Sembilan (39) orang yang mewakili perusahaan, dan lima puluh empat (54) orang personalia yang bertanggungjawab dalam sertifikasi dari perusahaan perkebunan kelapa sawit yang belum melakukan upaya sertifikasi ISPO. Teknik analisis data menggunakan analisis Important Performance Analysis (IPA).

Hasil penelitian menunjukkan bahwa tingkat kepuasan perusahaan perkebunan kelapa sawit yang telah menerima sertifikat ISPO terhadap kinerja pelayanan sertifikasi ISPO menunjukkan puas, dengan nilai tingkat kesesuaian antara kepentingan dan kinerja lima dimensi pelayanan sebesar 80,72%. Kendala yang dihadapi oleh perusahaan perkebunan kelapa sawit yang belum melakukan upaya sertifikasi ISPO antara lain masalah legalitas kebun (Hak Guna Usaha/HGU dan perizinan), sumber daya manusia dan teknis operasional. Upaya-upaya yang dapat dilakukan untuk meningkatkan kinerja pelayanan sertifikasi ISPO antara lain melakukan perbaikan aspek organisasi dan sumber daya manusia, mencari solusi atas hal-hal yang selama ini menjadi kendala dalam sertifikasi antara lain mempercepat proses pengurusan HGU dan redesain kawasan, serta mempertegas regulasi dalam keorganisasian ISPO.

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This study aims to determine the level of important and performance certification of Indonesian Sustainable Palm Oil (ISPO), the constraints faced by oil palm plantation companies in conducting certification and efforts that can be done to improve the performance of ISPO certification services. This research is mix study, using sequential explanatory method. Quantitative data collection techniques through a closed

questionnaire with Likert scale and open questionnaire, whereas qualitative research using structure depth interview. In addition, the researchers also conducted literature study and observation.

For the quantitative study, researchers used the five dimensions of satisfaction measurement services: the tangible dimension (tangible), reliability (reliability), speed (responsiveness), certainty (assurance) and empathy (empathy). The unit of analysis in this study is that the personnel responsible for ISPO certification on oil palm plantation companies that have received the certificate of ISPO, and personnel who are responsible for the certification of oil palm plantation companies that have not made the effort ISPO certification. The number of units of analysis on oil palm plantation companies that have received the certificate of ISPO are 39 people who represent the company, and 54 personnel who are responsible for the certification of oil palm plantation companies that have not made the effort ISPO certification. Data were analyzed using analysis of Important Performance Analysis (IPA).

The results showed that the level of satisfaction of palm oil plantation companies that have received ISPO certificate against certification service performance ISPO show satisfied, with the value of the degree of correspondence between the important and the performance of the five dimensions of service amounted to 80.72%. Constraints faced by palm oil plantation companies who have made efforts ISPO certification, among others, the legality of the garden (HGU and licensing), human resources and technical operational. Efforts can be made to improve service performance ISPO certification among others make improvements and organizational aspects of human resources, find solutions for things that become obstacles in the certification include speeding up the process to obtain the concession and redesigning the area, as well as reinforce the regulation in ISPO organization.