

Farmers' Satisfaction Level in Conducting a Profit-Sharing System (*Tesang*) of Beef Cattle Business in Bone, South Sulawesi

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ABSTRACT

Beef cattle farming in some areas is carried out by raising their cattle, and some raise cattle with a profit-sharing system or, in Bugis Macassar culture, known as *tesang/teseng*. *Tesang* is a profit-sharing pattern between the capital provider and the farmer. This study aims to determine the level of satisfaction of capital owners (*ma'tesang*) and breeders (*pattesang*) and capital owners (*ma'tesang*) in conducting a profit-sharing system and to determine the factors that affect the satisfaction of breeders (*pattesang*) in conducting a profit-sharing system. This study used a questionnaire to collect data in the form of the level of importance (expectations) and the level of performance (reality) experienced by each breeder, which was measured based on the dimensions and indicators of measuring the level of satisfaction. The data were analyzed using the IPA (Importance Performance Analysis) and CSI (Customer Satisfaction Index) methods and multiple linear regression using SPSS. The results showed that based on IPA and CSI analysis, the capital owner's satisfaction level was 85.57%, and the breeder was 80.21%. So that based on the predetermined criteria index, the level of satisfaction of capital owners and breeders is on a scale of Very Satisfied with the profit-sharing system. Based on the results of this study, it can be concluded that overall, farmers and capital owners are very satisfied with conducting *tesang*.

Keywords: Capital owner, farmer, satisfaction level, *tesang*

INTRODUCTION

Development in the agricultural sector must be connected to the contribution of the livestock subsector to improve the regional economy [1]. It is a potential factor for such an increase. South Sulawesi has great potential in developing beef cattle farming because this business has been hereditary. South Sulawesi occupies the third position after East Java and Central Java, with the most significant number of beef cattle in Indonesia. The beef cattle

population in South Sulawesi in 2020 amounted to 1,431,533 cows [2]. Cattle farming in South Sulawesi is spread across all regencies/cities, but the local government has mapped out three regencies as the center of livestock development in the area. Bone Regency is the center of cattle farming, Jeneponto Regency with goats, and Sidrap Regency is the center of poultry development. Specifically, the beef cattle population in Bone District shows a reasonably high beef cattle population of 362,819 cows or 25.34% of the beef cattle population in South Sulawesi. The beef cattle business in Bone Regency is a familiar activity for the community, has been carried out for generations, and has been done for a long time [3]. One of the sub-districts show a high livestock population is the Tellu Siattinge sub-district, with 11,203 cows [4]. Tellu Siattinge sub-district is one of the district's centers of beef cattle farming [5].

The cattle business uses the partnership system as an alternative way of doing increasingly popular business because it is one part of the target of achieving sustainable development in the Sustainable Development Goals 2030 [6]. Beef cattle farming in some areas is carried out by raising livestock, and some raise livestock with a profit-sharing system. A profit-sharing system is a business cooperation contract between two parties where the first party provides all capital, while the other party becomes the manager. Business profits are divided according to the agreement outlined in the contract. At the same time, if the loss is borne by the owner of the capital, as long as the loss is not due to the manager's negligence, the manager must be responsible for the loss [7]. In Bugis Macassar culture, it is known as *tesang/teseng*. The profit-sharing system, commonly called the *tesang* system, is one alternative to improve the productivity and welfare of farmers. *Tesang* is a profit-sharing pattern between the capital provider and the farmer [8]. The profit-sharing system is a system in which an agreement or joint venture bond is made to carry out business activities, and an agreement is made to share the results of the profits obtained between the two or more parties. A profit-sharing system is one in which the distribution is in the form of money, while a child profit-sharing partnership is a system in which the distribution is in the form of livestock/calf [9]. In this case, some individuals or companies provide capital in the form of cattle to farmers who want to raise cattle but are constrained by capital. When capital is provided in the form of cattle by the owner of the capital to the party who intends to raise cattle, an agreement is built beforehand, and if there is a profit, it will be divided according to the agreement. The cooperation carried out is based on the principle of mutual trust. Usually, the person who keeps the cattle is a person who is well-known by the capital provider or who is introduced by relatives. This profit-sharing system starts from the pre-production process, production to marketing, which requires mutual needs and benefits between the capital owner and the farmer himself [10] [11].

Previous research showed that beef cattle with a profit-sharing system is influenced by several factors, namely relationships with stakeholders and the live needs [12]. Beef cattle farming with a profit-sharing system was influenced by several factors, such as implementing a profit-sharing system was easier [13]. The profit-sharing system implemented in Klambir Village V Garden is a profit-sharing system in fattening bulls with a 50:50 profit sharing. The results showed that the income received by the owner of the capital and the breeder is different because, in this business, the breeder incurs costs for the maintenance of livestock. At the same time, the investor only provides the cattle [14]. The hope is that both parties will be satisfied in this business. However, cooperation with many related parties can also improve the well-being of breeders [15].

This study aimed to analyze the level of satisfaction of capital owners (*ma'tesang*), breeders (*pattesang*), and capital owners (*mattesang*) in carrying out the profit-sharing system (*tesang*). Researchers are interested in this topic because the success of a livestock business in a profit-sharing system (*tesang*) depends on the services provided by the owner of the capital to the breeder, and good service is what the breeder expects. The creation of satisfaction will benefit both parties, and satisfaction will be created if the performance/results match the breeder's expectations. There was also no previous research that discusses the level of satisfaction of both parties in the profit-sharing system of beef cattle in Bone Regency, South Sulawesi. This study examines the level of satisfaction of both owners and breeders using a satisfaction questionnaire.

MATERIALS AND METHODS

This type of research is exploratory quantitative research, namely social research, that aims to explore broadly something new that is not widely known to the public so that it wants to be studied deeply [16]. Exploratory research can be defined differently, but its core consists of an attempt to discover something new and exciting topic [17]. The primary purpose of exploratory research is to gain knowledge and collect preliminary data to help the researcher better define the research problem and develop hypotheses or research questions for further investigation [18]. This research was conducted in Itterung Village and Otting Village, Tellu Siettinge Subdistrict, Bone Regency, in February 2023.

Research Procedure

The sampling technique in this study used probability sampling (cluster random sampling). Cluster random sampling is a technique where researchers form several clusters from the results of selecting some individuals who are part of a population [19]. The sample size of this research was 35 farmers and 83 capital owners. This study used a questionnaire to collect data in the form of the level of importance (expectations) and the level of performance (reality) experienced by each breeder, which was measured based on the dimensions and indicators of measuring the level of satisfaction. The parameters assessed in this study are the satisfaction level of farmers and the satisfaction level of owners. The level of consumer satisfaction (members of cattle breeders) can be measured through the level of importance that can represent the expectations of breeders and the level of performance of the cattle breeder attributes assessed. Measurement for the level of importance used a 5-level Likert scale and the performance level. With the following criteria values:

- 0.00-- 0.34 = Not satisfied
- 0.35 - 0.50 = Less satisfied
- 0.51 - 0.65 = Moderately satisfied
- 0.66 - 0.80 = Satisfied
- 0.81 - 1.00 = Very Satisfied

The Customer Satisfaction Index (CSI) will measure the satisfaction index. CSI is a method that uses an index to measure the overall level of customer satisfaction based on the importance and performance of service quality attributes [20] [21]. The data were analyzed using the IPA

(Importance Performance Analysis) and CSI (Customer Satisfaction Index) methods and multiple linear regression using SPSS.

RESULTS AND DISCUSSIONS

Table 1 shows that most respondents were in the 15-64 age range, with 68 respondents in Itterung. The most recent education of farmers was senior high school, with 60 respondents. For the category of length of farming, most respondents were in the range of 1-9 years of being a farmer with a length of land area between 0.5–1 Ha and raised about 1-3 cows.

Table 1. Characteristic of Respondents

| No | Variabel | Otting Village | Itterung Village | Frequency (n) | Percentage (%) |
|----------|---|----------------|------------------|---------------|----------------|
| 1 | Age (Year) | | | | |
| | 0-14 | 0 | 0 | 0 | 0 |
| | 15-64 | 45 | 68 | 113 | 95.76 |
| | >64 | 3 | 2 | 5 | 4.24 |
| 2 | Education Level | | | | |
| | Not graduated from elementary school | 16 | 3 | 19 | 16.10 |
| | Elementary School | 19 | 7 | 26 | 22.03 |
| | Junior High School | 8 | 4 | 12 | 10.17 |
| | Senior High School | 5 | 55 | 60 | 50.85 |
| | Bachelor Degree | 0 | 1 | 1 | 0.85 |
| 3 | Length of Time Raising Cows (Year) | | | | |
| | 1-9 | 27 | 27 | 54 | 45.76 |
| | 10-18 | 12 | 31 | 43 | 36.44 |
| | >18 | 9 | 12 | 21 | 17.80 |
| 4 | Area of land | | | | |
| | 0.5-1 | 23 | 40 | 63 | 53.39 |
| | 1.5-2 | 25 | 30 | 55 | 46.61 |
| | >2 | 0 | 0 | 0 | 0 |
| 5 | Amount of Cattle | | | | |
| | 1-3 | 30 | 45 | 75 | 63.56 |
| | 4-6 | 14 | 24 | 38 | 32.20 |
| | >6 | 4 | 1 | 5 | 4.24 |

Source: Primary Data, 2023

The analysis results of the level of satisfaction of capital owners are shown in Table 2, Table 3, and Picture 1.

Table 2. Level of Satisfaction of Capital Owners (Ma'tesang) in the Profit-Sharing System

| No | Variables | Average Score | | Suitability Level |
|-----------------------|--|---------------|--------------|-------------------|
| | | X | Y | Tki |
| Reliability | | | | |
| 1 | Profit sharing system in accordance with the agreement | 4.34 | 4.29 | 101.33 |
| 2 | Quality of cattle as offered | 4.26 | 4.31 | 98.67 |
| 3 | Return of cattle in accordance with the agreed time | 4.29 | 4.26 | 100.67 |
| 4 | Sharing of profit-sharing system in accordance with the agreed time | 4.29 | 4.23 | 101.35 |
| Responsiveness | | | | |
| 5 | Speed and responsiveness of breeders in serving capital owners in case of complaints | 4.20 | 4.29 | 98 |
| Assurance | | | | |
| 6 | Guarantee that the breeder provides information to the owner of the capital on the right product | 4.23 | 4.20 | 100.68 |
| 7 | Guarantee that breeders provide complete service or work | 4.17 | 4.17 | 100 |
| Empathy | | | | |
| 8 | Provide easy communication between capital owners and breeders/farmers | 4.29 | 4.26 | 100.67 |
| 9 | Understand the needs and desires of the capital owner | 4.26 | 4.26 | 100 |
| Tangibles | | | | |
| 10 | Physical condition of the cattle in terms of performance/eye sight is as expected | 4.37 | 4.31 | 101.32 |
| 11 | Cattle health condition is as expected (no disability and no illness) | 4.37 | 4.31 | 101.32 |
| Total | | 47.06 | 46.89 | 100.36 |

Source: Primary Data, 2023

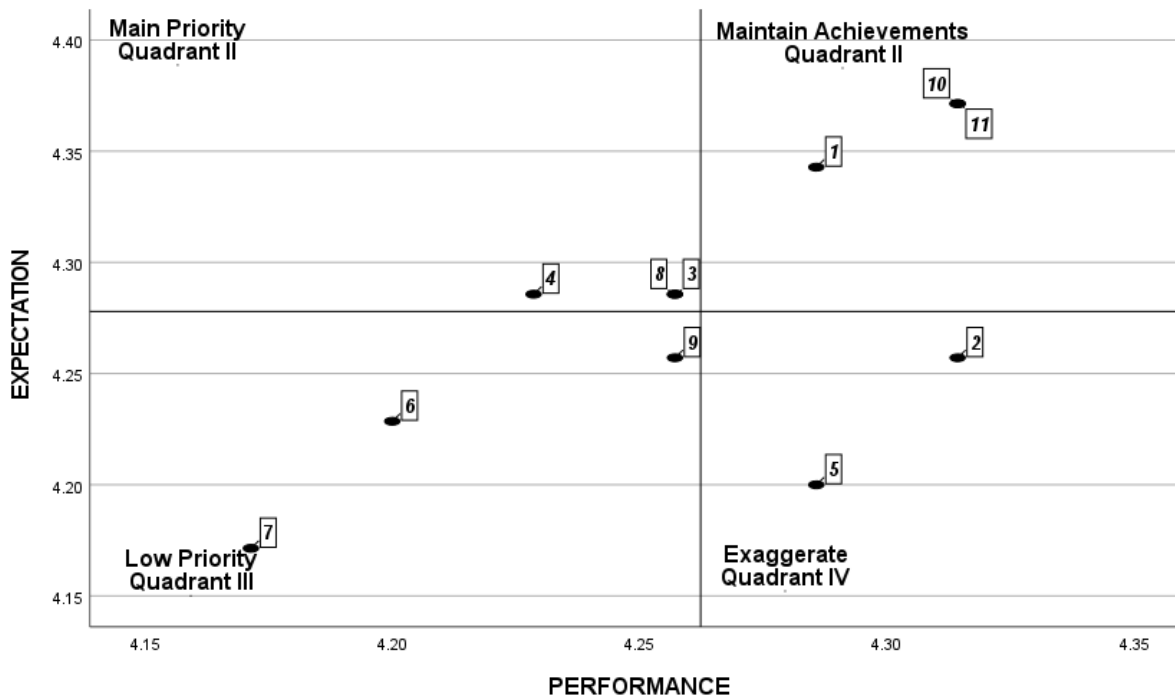


Figure 1. IPA Cartesian Diagram Results Capital Owner (*Ma'tesang*)

According to Figure 1 above, quadrant 1 shows that the distribution of the profit-sharing system under the agreed time with a level of conformity of 101.35%, returning cows following the promised time with a level of conformity of 100.67%, providing convenience in communicating between capital owners and breeders with a level of conformity of 100.67%. In quadrant 2, it can be seen that the service attributes included in quadrant 2 are the distribution of the profit-sharing system by the agreement with a level of conformity of 101.33%, the physical condition of the cattle seen from the performance/eyesight as expected with a level of conformity of 101.32%, and the health condition of the cattle as expected (not defective and not sick) with a level of conformity of 101.32%. In quadrant III, it shows that the guarantee of breeders providing information to the owner of the capital on the product appropriately with a suitability level of 100.68%, the guarantee of breeders providing services or work entirely with a suitability level of 100%, understanding the needs and desires of the owner of the capital with a suitability level of 100%. In quadrant 4, it can be seen that the quality of cattle is by what is offered with a level of conformity of 98.67% and the speed and responsiveness of farmers in serving capital owners if there are complaints with a level of conformity of 98%.

Table 3. CSI Value of Interest Level and Performance of Capital Owners

| No | MIS | MSS | WF | WS | CSI (%) |
|-------|--------------|--------------|---------------|---------------|---------|
| 1 | 4.29 | 4.34 | 9.14 | 39.70 | 85.57 |
| 2 | 4.31 | 4.26 | 9.20 | 39.17 | |
| 3 | 4.26 | 4.29 | 9.08 | 38.91 | |
| 4 | 4.23 | 4.29 | 9.02 | 38.65 | |
| 5 | 4.29 | 4.20 | 9.14 | 38.39 | |
| 6 | 4.20 | 4.23 | 8.96 | 37.88 | |
| 7 | 4.17 | 4.17 | 8.90 | 37.11 | |
| 8 | 4.26 | 4.29 | 9.08 | 38.91 | |
| 9 | 4.26 | 4.26 | 9.08 | 38.65 | |
| 10 | 4.31 | 4.37 | 9.20 | 40.22 | |
| 11 | 4.31 | 4.37 | 9.20 | 40.22 | |
| Total | 46.89 | 47.06 | 100.00 | 427.84 | |

Note:

MIS: Means Important Score

MSS: Means Satisfaction Score

WF: Weight Factor

WS: Weight Score

CSI: Customer Satisfaction Index

Table 3 shows that the CSI value of interest level and performance of capital owners was 85.57%. The results of the analysis of farmers' level of satisfaction are shown in Table 4, Table 5, and Figure 2.

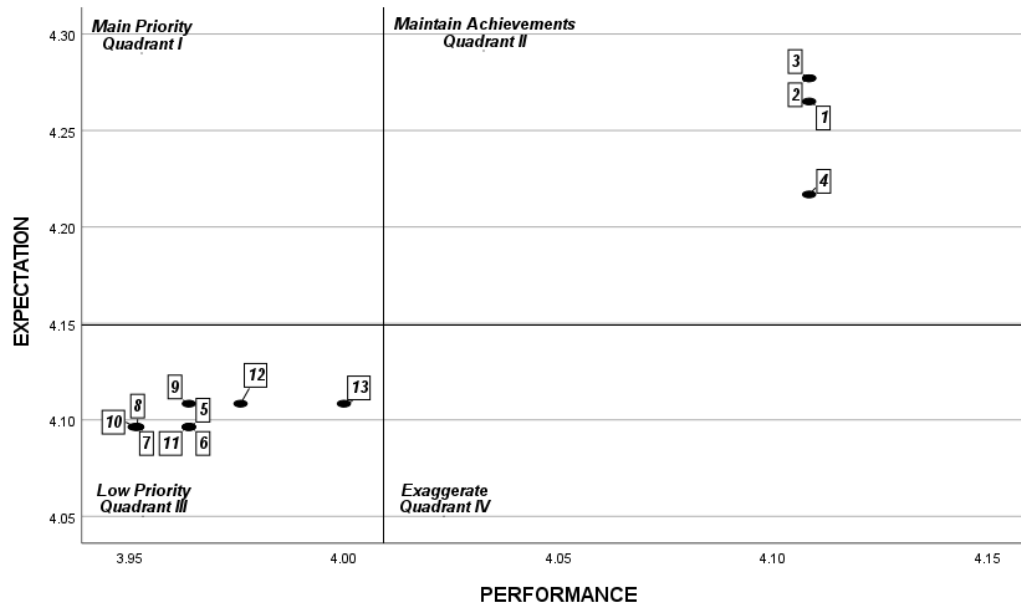


Figure 2. Results of IPA Cartesian Diagram Farmers (*Pa'tesang*)

Table 4. Level of Satisfaction of Farmers (*Pattesang*) in the Profit-Sharing System

| No | Variables | Average Score | | Suitability Level |
|-----------------------|--|---------------|--------------|-------------------|
| | | X | Y | Tki |
| Reliability | | | | |
| 1 | Profit sharing system in accordance with the agreement | 4.11 | 4.27 | 96.33 |
| 2 | Quality of cattle as offered | 4.11 | 4.28 | 96.06 |
| 3 | Return of cattle in accordance with the agreed time | 4.11 | 4.28 | 96.06 |
| 4 | Sharing of profit-sharing system in accordance with the agreed time | 4.11 | 4.22 | 97.43 |
| Responsiveness | | | | |
| 5 | The capital owners are quick to respond if there are complaints from the breeders | 3.96 | 4.10 | 96.76 |
| 6 | Responsiveness of the capital owner in serving the special requests of farmers | 3.96 | 4.10 | 96.76 |
| Assurance | | | | |
| 7 | Guarantee of the owner of the capital in providing information to farmers on the right product | 3.95 | 4.10 | 96.47 |
| 8 | The capital owner's guarantee in providing services or complete work | 3.95 | 4.10 | 96.47 |
| Empathy | | | | |
| 9 | Provides convenience in raising livestock | 3.96 | 4.11 | 96.48 |
| 10 | Provides easy communication between capital owners and farmers | 3.95 | 4.10 | 95.29 |
| 11 | Understand the needs and desires of farmers | 3.96 | 4.10 | 96.76 |
| Tangibles | | | | |
| 12 | Physical condition of the cattle in terms of performance/eye sight is as expected | 3.98 | 4.11 | 96.77 |
| 13 | Cattle health condition is as expected (no disability and no illness) | 4.00 | 4.11 | 97.36 |
| Total | | 47.06 | 46.89 | 100.36 |

Source: Primary Data, 2023

Based on Figure 2, it can be seen that in quadrant 1, the owners of capital can meet the expectations of farmers by completing the service elements that are important to farmers. Quadrant 2 shows that the distribution of the profit-sharing system is following the agreement with a level of conformity of 96.33%, the quality of cattle is per what is offered with a level of conformity of 96.06%, the return of cattle under the promised time with a level of conformity of 96.06%, the distribution of the profit-sharing system by the agreed time with a level of conformity of 97.43%. In quadrant 3, it can be seen that the owner of the capital is responsive if there are complaints from farmers with a suitability level of 96.76%, the responsiveness of the owner of the capital in serving the special requests of farmers with a suitability level of 96.76%, the guarantee of the owner of the capital providing information to farmers on the product appropriately with a suitability level of 96.47%, the guarantee of the owner of the capital providing services or work entirely with a suitability level of 96.47%, provide convenience in maintaining livestock with a level of 96.48%, provide convenience in communicating between the owner of capital and farmers with a level of suitability of 95.29%, understand the needs and desires of farmers with a level of suitability of 96.76%, the physical condition of cows seen from the performance/eyesight as expected with a level of suitability of 96.77%, the health condition of cows as expected (no defects and no illness) with a level of suitability of 97.36%.

Table 5. CSI Value of Farmers' Importance and Performance

| No | MIS | MSS | WF | WS | CSI (%) |
|-------|-------|-------|--------|--------|---------|
| 1 | 4.27 | 4.11 | 7.91 | 32.49 | 80.21 |
| 2 | 4.28 | 4.11 | 7.93 | 32.58 | |
| 3 | 4.28 | 4.11 | 7.93 | 32.58 | |
| 4 | 4.22 | 4.11 | 7.82 | 32.12 | |
| 5 | 4.10 | 3.96 | 7.59 | 30.10 | |
| 6 | 4.10 | 3.96 | 7.59 | 30.10 | |
| 7 | 4.10 | 3.95 | 7.59 | 30.01 | |
| 8 | 4.10 | 3.95 | 7.59 | 30.01 | |
| 9 | 4.11 | 3.96 | 7.62 | 30.19 | |
| 10 | 4.10 | 3.95 | 7.59 | 30.01 | |
| 11 | 4.10 | 3.96 | 7.59 | 30.10 | |
| 12 | 4.11 | 3.98 | 7.62 | 30.28 | |
| 13 | 4,11 | 4.00 | 7.62 | 30.47 | |
| Total | 53.94 | 52.12 | 100.00 | 401.04 | |

Note:

MIS: Means Important Score

MSS: Means Satisfaction Score

WF: Weight Factor

WS: Weight Score

CSI: Customer Satisfaction Index

Table 5 shows that the CSI value of the farmer's importance and performance was 80.21. The assessment of the performance, importance, and suitability of capital owners and breeders shows each attribute's average performance and importance, which limits and divides the

Cartesian diagram into four quadrant areas. The average value of the performance level (x-axis) of all capital owner satisfaction attributes is 4.27, and the average value of the expectation level (y-axis) of all capital owner satisfaction attributes is 4.26. At the breeder satisfaction level, the average value of the performance level (x-axis) is 4.01, and the average value of the expectation level (y-axis) is 4.15.

Tables 3 and 5, which calculate the level of satisfaction of capital owners and breeders in carrying out the profit-sharing system (*tesang*), show the Customer Satisfaction Index (CSI), which is an index to measure the overall level of satisfaction by calculating the MIS, MSS, WF, and WS. So, the CSI percentage value is obtained at the capital owner at 85.57% and breeders at 80.21%. Based on the satisfaction index criteria, the level of satisfaction of breeders and capital owners is in the "Very Satisfied" criteria. This was supported by research that states that the use of Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) can be used to measure the level of satisfaction of farmers [22]. One of the reasons that influence and encourage breeders to carry out a profit-sharing system, according to research conducted in Gowa Regency in 2018, were as side-jobs to farmers and fulfilling family economic needs such as needs in farming and food needs such as rice and so on that are involved in daily life. The creation of trust/cooperation between owners and breeders and farmers implements a profit-sharing system to improve the welfare of farmers [23]. Profit-sharing was also based on trust between capital owners and breeders because both parties know and trust each other, so it becomes one of the factors for the high level of satisfaction [24]. One study that assesses customer satisfaction using Structural Equation Modeling (SEM) shows that all variables that make up satisfaction significantly affect satisfaction. In order of influence from the largest to the smallest are product quality, responsiveness, assurance, empathy, reliability, tangible, and perceived value [25].

This is also supported by research conducted in Fifty Cities Regency, which states that the profit-sharing system is an alternative that will provide the most excellent satisfaction to achieve specific goals and satisfy the desires and needs arising from interdependence [26]. Livestock profit-sharing, especially cattle, is very beneficial for cattle investors. Local farmers are also helped by capital assistance to buy cattle to be raised. This cooperation helps local farmers get income and benefits the community from the livestock investment. So that there is a benefit between the two parties [27]. This is also shown by research conducted in the same district on the profit-sharing pattern, with 60% of the profit for the capital owner and 40% for the farmer [28]. The profit-sharing percentage is usually 50:50, 60:40, or 70:30 for capital owners: breeders [29]. Another study showed that dairy farmers' satisfaction level with the cooperative partnership pattern in Sleman Regency showed a level of satisfaction with the CSI value of 67.64% (satisfied). The results of the analysis of the characteristics of breeding experience have a negative relationship with satisfaction. The higher the breeding experience, the lower the level of farmer satisfaction. The longer a person is involved in a job, the more likely it is to know and understand aspects of the job that are less satisfying or detrimental, so the level of satisfaction decreases. Farmers can obtain initial capital through cooperation to start a livestock business [30].

CONCLUSIONS

The level of satisfaction of capital owners and breeders/farmers is very satisfied with the profit-sharing system (*tesang*).

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