

**Quality Assessment of Artificial Insemination Service in Bangkalan Regency  
Livestock Service Office**

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**ABSTRACT**

Bangkalan regency is one of the districts in East Java has potential as a national cow producer. The program of artificial insemination service in Bangkalan district livestock service is done in an effort to increase the population of madura cattle, the quality of saplings and increase the income of farmers. This study aims to 1) to prove the quality of AI services, 2) to analyze the correlation between the quality factor of the officer, the infrastructure and the condition in the field with the quality of the AI service. Sampling of questionnaires to 100 madura cattle farmers in the area of the fostered duty of the livestock service. The result of the research shows that the evaluation of the quality of artificial insemination service in Bangkalan Regency based on service per conception (S / C) is normal category with the average service per conception is  $1.36 \pm 0.38$ . Assessment of quality of artificial insemination service at Bangkalan Regency based on Achievement Level (TCR) was good category with average score of 2.85 and TCR 71.33%, average officer quality score 2,94 with TCR 73,57%, mean of artificial insemination infrastructure score value of 2.95 with TCR 73.69%, field conditions average score of 2.85 with TCR 71.33%. The result of LPS-PM analysis shows the influence of variable quality of officer, infrastructure, field condition on the quality of service of AI equal to 70.8%. Infrastructure does not directly affect the quality of service AI with the value of the path coefficient 0.188. Field conditions have a direct and significant impact on the quality of service AI with the value of the path coefficient of 0.296. The quality of officers has a direct and significant influence on the quality of AI services with the value of the coefficient path of 0.396. The quality of officers proved to be a mediation of prasana and field conditions in improving the quality of AI services. The quality of AI services in Bangkalan district's livestock service can be further enhanced by improving the quality of the officers, the number of officers, increasing the number of services, taking into account the completeness of the infrastructure and the existing field conditions in the area of the Bangkalan district's livestock service. To improve the business in the field of beef cattle breeding madura business should choose and consider the area that has become the focus of the Bangkalan district livestock service.

**Key words:** quality of service, artificial insemination, TCR