

## ABSTRACT

### THE ADVANTAGES ANALYSIS OF COOPERATIVE AND PARTICIPATION OF COOPERATIVE MEMBERS OF FISHERY ISM MITRA KARYA BAHARI IN EAST TELUK BETUNG SUB DISTRICT OF BANDAR LAMPUNG CITY

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*This research aimed to analyze: (1) cooperative's economic advantages for members, (2) cooperative's noneconomic advantages (satisfaction) for members, (3) participation level of cooperative members, and (4) affecting factors on participation level of cooperative members. This research was conducted purposively at ISM Mitra Karya Bahari Cooperative in East Teluk Betung Sub district of Bandar Lampung city. The data was collected in February–March 2015 by survey method in which 50 respondents of cooperative members were taken by simple random sampling method. The data was analyzed descriptively by Importance-Performance Analysis and Seemingly Unrelated Regression (SUR). The result showed that: (1) the average of economic advantages for cooperative members was Rp218673,6; (2) the satisfaction level of the members on RAT service and business unit utilization were high categorized (satisfied), but satisfaction level of the payment of compulsory savings was low categorized (less satisfied); (3) the participation level of cooperative members on the RAT was high categorized, the participation level of cooperative members in the payment of mandatory savings was low categorized, while the participation level of cooperative members in the use of business unit was medium categorized; (4) age, distance, the satisfaction of being the cooperative members, member satisfaction on the services in RAT and liveliness administrators effected positively on the participation of members in attending RAT, while the number of family members, experiences on cooperatives and cooperative economic benefits affected negatively. Economic benefits, sex and non-formal education affected positively on the level of member participation in the payment of mandatory savings. Age, formal education, economic benefits of cooperative, distance, occupation, and satisfaction with the service members in the use of business units effected positively on the utilization of cooperative business units, whereas sex and satisfaction of being the cooperative members affected negatively.*

*Key words: cooperative advantage, satisfaction, participation*