

**ECONOMIC AND NON-ECONOMIC BENEFITS OF GUNUNG MADU  
COOPERATION AT PT GUNUNG MADU PLANTATION  
IN CENTRAL LAMPUNG REGENCY**

**By**

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This study aims to analyze (1) the received economic benefits, (2) the contribution of cooperation economic benefits to household income, and (3) non-economic benefits (level of satisfaction) of the members of Gunung Madu Cooperative (KGM). This research was conducted by survey in KGM of PT GMP in Central Lampung. The total samples were 75 members of KGM. The data was analyzed by descriptive quantitative analysis, including calculation of the economic benefits of cooperatives, household income of the cooperative members, and the satisfaction level of cooperative members using Customer Satisfaction Index (CSI) analysis. The results showed that (1) the average direct economic benefits received by KGM members was of Rp1,689,921.00 per year, while the indirect economic benefits was Rp9,565,067.00 per year, (2) the total contribution of KGM economic benefit to household income was 14.28%, and (3) KGM member's satisfaction levels was 70.8%, it meant that the members of KGM felt satisfied by the performance of the services provided by KGM.

**Keywords :** *Economic Benefit, Members of KGM, Non Economic Benefit*

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**MANFAAT EKONOMI DAN NON EKONOMI  
KOPERASI GUNUNG MADU DI PT GUNUNG MADU PLANTATIONS  
KABUPATEN LAMPUNG TENGAH**

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Penelitian ini bertujuan menganalisis (1) manfaat ekonomi yang diterima anggota KGM, (2) kontribusi manfaat ekonomi koperasi terhadap pendapatan rumah tangga anggota KGM, dan (3) manfaat non ekonomi (tingkat kepuasan) anggota KGM. Penelitian dilakukan dengan metode survei di KGM PT Gunung Madu Lampung Tengah. Jumlah sampel sebanyak 75 anggota KGM yang berstatus karyawan PT GMP. Metode analisis data yang digunakan adalah analisis deskriptif kuantitatif mencakup manfaat ekonomi koperasi, pendapatan rumah tangga anggota koperasi, dan tingkat kepuasan anggota koperasi yang menggunakan *Customer Satisfaction Index (CSI) analysis*. Hasil penelitian menunjukkan bahwa (1) Manfaat ekonomi langsung yang dirasakan anggota KGM setiap tahunnya rata-rata sebesar Rp 1.689.921,00, sedangkan manfaat ekonomi tidak langsung yang diperoleh anggota KGM setiap tahunnya rata-rata sebesar Rp 9.565.067,00, (2) Total kontribusi manfaat ekonomi KGM terhadap pendapatan RT anggota adalah 14,28%, dan (3) Tingkat kepuasan anggota KGM adalah 70,8%, artinya anggota KGM merasa puas atas kinerja layanan yang diberikan oleh KGM.

**Kata Kunci :** Anggota KGM, manfaat ekonomi, manfaat non ekonomi

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