

ABSTRACT

Factors that Related to The Role of Village Owned Enterprise Manager in Gisting Bawah Village Gisting Sub District Tanggamus District

By

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This research aimed to determine: (1) factors that related to the role of BUM Pekon Mandiri Bersatu manager, (2) the changes of customer's income before and after being a member of BUM Pekon Mandiri Bersatu, and (3) obstacles were impression by BUM Pekon Mandiri Bersatu manager to carry out their duties. The research was conducted on Gisting Bawah Village of Gisting Subdistrict, Tanggamus Regency purposively. The samples of this research were 10 persons of BUM Pekon Mandiri Bersatu manager and 46 customers who is the members of BUM Pekon Mandiri Bersatu. The research data collection was conducted from March 2017 until April 2017. The research data was analyzed descriptively, with Rank Spearman. The results showed that: (1) there is definite relationship between human resource quality variable and work environment with the role of manager of BUM Pekon Mandiri Bersatu and there is no definite relationship between customers' support and wage or salary with the role of manager of BUM Pekon Mandiri Bersatu; (2) there is a change in the customers income level who are members' of BUM Pekon Mandiri Bersatu between before and after being a members of BUM Pekon Mandiri Bersatu, and (3) obstacles were impression by BUM Pekon Mandiri Bersatu manager were capital and customer complaint problem.

Keywords: BUM Pekon Mandiri Bersatu, customer, income, manager, role

ABSTRAK

FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN PERANAN PENGURUS BADAN USAHA MILIK PEKON PEKON GISTING BAWAH KECAMATAN GISTING KABUPATEN TANGGAMUS

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Penelitian ini bertujuan untuk mengetahui: (1) faktor-faktor yang berhubungan dengan peranan pengurus BUM Pekon Mandiri Bersatu, (2) perubahan tingkat pendapatan nasabah/pelanggan sebelum bergabung dan sesudah bergabung di BUM Pekon Mandiri Bersatu, (3) kendala-kendala yang dialami pengurus BUM Pekon Mandiri Bersatu dalam menjalankan tugasnya sebagai seorang pengurus BUM Pekon Mandiri Bersatu. Penelitian dilakukan di Pekon Gisting Bawah, Kecamatan Gisting, Kabupaten Tanggamus. Pemilihan lokasi dilakukan secara sengaja. Sampel penelitian ini adalah 10 orang pengurus dan 46 orang nasabah/pelanggan. Pengambilan data penelitian dilaksanakan dari bulan Maret 2017 sampai dengan bulan April 2017. Data penelitian dianalisis secara deskriptif dan uji rank spearman. Hasil penelitian adalah: (1) terdapat hubungan yang nyata antara variabel kualitas sumberdaya manusia dan lingkungan kerja dengan peranan pengurus dan tidak terdapat hubungan yang nyata antara variabel upah/gaji dan dukungan nasabah/pelanggan dengan peranan pengurus; (2) terdapat perubahan tingkat pendapatan nasabah/pelanggan antara sebelum dan sesudah bergabung di BUM Pekon Mandiri Bersatu; (3) kendala yang dialami pengurus BUM Pekon Mandiri Bersatu yaitu permodalan dan masalah komplain pelanggan bank sampah.

Kata kunci: BUM Pekon Mandiri Bersatu, nasabah/pelanggan, pendapatan, pengurus, peranan