

ABSTRACT

ANALYSIS OF HOUSEHOLD INCOME, MEMBER SATISFACTION, AND PARTICIPATION LEVEL OF MEMBERS OF AGRICULTURAL COOPERATIVES SEANDANAN, WAY LIMA DISTRICT, PESAWARAN REGENCY

By

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This study aims to analyze (1) the amount of household income of cooperative members (2) the level of satisfaction felt by members of cooperative services (3) the level of participation of cooperative members in attending RAT, making mandatory deposit payments, and utilizing cooperative services, and (4) the relationship between household income and satisfaction of cooperative members with the level of member participation. This research was conducted at the Seandan Agricultural Cooperative, Pesawaran Regency which was determined intentionally. The data of this study were taken from February to March 2022. This study used a survey method. The research respondents were rice farmers who were members of the Seandan Agricultural Cooperative, amounting to 35 people. The data analysis methods used are farm income analysis household income analysis, Customer Satisfaction Index (CSI) analysis Importance Performance Analysis (IPA), participation level analysis, and Spearman Rank analysis. The results showed that (1) the household income received by the members of the Seandan Agricultural Cooperative was Rp27,272,851,43 per year. (2) the level of satisfaction of the members of the Seandan Agricultural Cooperative to the service of the cooperative can be categorized as satisfied. (3) the level of participation of cooperative members in attending RAT, paying mandatory savings, and utilizing their respective business units is in the high, high, and medium categories. (4) household income has a significant and negative relationship with the level of member participation, while the satisfaction of cooperative members has no relationship with the level of participation of cooperative members.

Key words : satisfaction, agricultural cooperatives, participation, income

ABSTRAK

ANALISIS PENDAPATAN RUMAH TANGGA, KEPUASAN ANGGOTA, DAN TINGKAT PARTISIPASI ANGGOTA KOPERASI PERTANIAN SEANDANAN KECAMATAN WAY LIMA KABUPATEN PESAWARAN

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Penelitian ini bertujuan untuk menganalisis (1) besarnya pendapatan rumah tangga anggota koperasi (2) tingkat kepuasan yang dirasakan anggota terhadap pelayanan koperasi (3) tingkat partisipasi anggota koperasi dalam menghadiri RAT, melakukan pembayaran simpanan wajib, dan memanfaatkan pelayanan koperasi, serta (4) hubungan antara pendapatan rumah tangga dan kepuasan anggota koperasi dengan tingkat partisipasi anggota. Penelitian ini dilakukan di Koperasi Pertanian Seandanan Kabupaten Pesawaran yang ditentukan secara sengaja. Data penelitian ini diambil pada Bulan Februari hingga Maret 2022. Penelitian ini menggunakan metode survei. Responden penelitian yaitu petani padi anggota Koperasi Pertanian Seandanan yang berjumlah 35 orang. Metode analisis data yang digunakan adalah analisis pendapatan usaha tani, analisis pendapatan rumah tangga, analisis *Customer Satisfaction Index* (CSI), analisis *Importance Performance Analysis* (IPA), analisis tingkat partisipasi, dan analisis *Rank Spearman*. Hasil penelitian menunjukkan bahwa (1) pendapatan rumah tangga yang diterima anggota Koperasi Pertanian Seandanan adalah sebesar Rp27.272.851,43 per tahun. (2) tingkat kepuasan anggota Koperasi Pertanian Seandanan terhadap pelayanan koperasi dapat dikategorikan puas. (3) tingkat partisipasi anggota koperasi dalam menghadiri RAT, membayar simpanan wajib, dan memanfaatkan unit usaha masing-masing berada dalam kategori tinggi, tinggi, dan sedang. (4) pendapatan rumah tangga memiliki hubungan yang nyata dan negatif dengan tingkat partisipasi anggota, sedangkan kepuasan anggota koperasi tidak memiliki hubungan dengan tingkat partisipasi anggota koperasi.

Kata kunci : kepuasan, koperasi pertanian, partisipasi, pendapatan