

## **ABSTRACT**

### **ANALYSIS OF MEMBER SATISFACTION LEVEL AND ITS INFLUENCE ON MEMBER PARTICIPATION IN THE RIMBUN JAYA PRODUCER COOPERATIVE 3 WAY HARONG VILLAGE, WAY LIMA DISTRICT, PESAWARAN DISTRICT**

**By**

**Bagas Luansah**

*This study aims to analyze the satisfaction felt by members towards cooperative services and the level of member participation as cooperative members and the factors that influence it. This study was conducted using a survey method at the Rimbun Jaya 2 Producer Cooperative, Way Harong Village, Way Lima District, Pesawaran Regency. Data collection was carried out from December 2023 to January 2024. The number of cooperative member respondents was 55 people selected using the simple random sampling method. Data were analyzed descriptively quantitatively using the Customer Satisfaction Index (CSI) and Seemingly Unrelated Regressions (SUR) methods. The results showed that members were very satisfied with the cooperative's services and felt satisfied as cooperative members. The level of member participation in attending the Annual Members Meeting (RAT), paying mandatory savings, and utilizing their respective business units was classified as high, medium, and low. Factors that have a positive effect on member participation in attending the RAT are length of membership, household income and satisfaction with cooperative services, while age and distance have a negative effect. Household income has a positive effect on member participation in paying mandatory savings, while distance has a negative effect. Age, household income, and non-formal education have a positive influence on member participation in utilizing cooperative business units, while distance has a negative influence.*

*Keywords: cooperative, members, CSI, participation*

## **ABSTRAK**

### **ANALISIS TINGKAT KEPUASAN ANGGOTA DAN PENGARUHNYA TERHADAP PARTISIPASI ANGGOTA PADA KOPERASI PRODUSEN RIMBUN JAYA 3 DESA WAY HARONG, KECAMATAN WAY LIMA, KABUPATEN PESAWARAN**

**Oleh**

**Bagas Luansah**

Penelitian ini bertujuan untuk menganalisis kepuasan yang dirasakan anggota terhadap pelayanan koperasi dan tingkat partisipasi anggota sebagai anggota koperasi serta faktor-faktor yang mempengaruhinya. Penelitian ini dilakukan dengan metode survei di Koperasi Produsen Rimbun Jaya 2 Desa Way Harong Kecamatan Way Lima Kabupaten Pesawaran. Pengambilan data dilakukan pada bulan Desember 2023 sampai dengan Januari 2024. Jumlah responden anggota koperasi sebanyak 55 orang yang dipilih dengan metode simple random sampling. Data dianalisis secara deskriptif kuantitatif dengan metode *Customer Satisfaction Index* (CSI) dan *Seemingly Unrelated Regressions* (SUR). Hasil penelitian menunjukkan bahwa anggota sangat puas terhadap pelayanan koperasi dan merasa puas sebagai anggota koperasi. Tingkat partisipasi anggota dalam menghadiri Rapat Anggota Tahunan (RAT), membayar simpanan wajib, dan memanfaatkan unit usaha masing-masing tergolong tinggi, sedang, dan rendah. Faktor yang berpengaruh positif terhadap partisipasi anggota dalam menghadiri RAT yaitu lama keanggotaan, pendapatan rumah tangga dan kepuasan terhadap pelayanan koperasi sedangkan, usia dan jarak berpengaruh negatif. Pendapatan rumah tangga berpengaruh positif terhadap partisipasi anggota dalam membayar simpanan wajib sedangkan, jarak berpengaruh negatif. Usia, pendapatan rumah tangga, dan pendidikan non formal berpengaruh positif terhadap partisipasi anggota dalam memanfaatkan unit usaha koperasi sedangkan, jarak berpengaruh negatif.

Kata Kunci: koperasi, anggota, CSI, partisipasi