

## The Influence of Service Quality on Cooperative Member Satisfaction in Mondang Village, Sayur Matinggi District

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### Abstract

*This study aims to determine the effect of service quality on satisfaction of cooperative members in Mondang village, Sayur Matinggi sub-district regarding service quality based on respondents' responses obtained from a questionnaire of 17 items with a total of 62 respondents. Data description analysis intended in this study includes calculating the mean or average ( M), median (Me), and mode (Mo). Based on the results of this study, there is a positive and significant influence of service quality variables on member satisfaction variables. Based on the results of this study, it was revealed that most members thought that service quality was categorized as sufficient with a percentage of 53%. Based on the research results, the mean of service quality is 48.53 and it can be said that service quality is in sufficient condition. The R value of 0.453 indicates that the variance in the cooperative member satisfaction variable can be explained by the service quality variable of 45.3%. The second hypothesis is accepted, namely service quality has a positive and significant effect on member satisfaction. This is indicated by a positive line coefficient value and a significance value of less than 0.05.*

*Keywords: Service Quality, and Employee Satisfaction, Mondang Village*

### INTRODUCTION

According to Dr. Fray 1908 in Henrojogi (2004) a cooperative is an association with the aim of working together which consists of those who are weak and strive for it always with a spirit of not thinking about themselves in such a way, so that each is able to carry out its obligations as a member and get rewards in proportion to the utilization them to the organization. Cooperative Principles. The objectives and functions of cooperatives can be seen in Article 3 of Law no. 25 of 1992, reads that the purpose of cooperatives is to promote the welfare of members in particular and society in general and to participate in building a national economic order in order to create an advanced, just and prosperous society based on Pancasila and the 1945 Constitution.

The factors that support the quality of service to the satisfaction of cooperative members are (1) Awareness factor is a factor that directs a person's mental state which is the meeting point of various considerations in order to obtain a belief, determination, and mental balance; (2) Rule factors are important device factors in one's actions and deeds. Therefore, directly or indirectly it will affect the existence of this rule someone will have consideration and determine the next step; (3) Organizational factors are factors that do not only consist of organizational

structure but more on work mechanism arrangements; (4) The income factor is the income received by someone as a reward for the energy and thoughts that have been devoted to other people; (5) Ability factor is the ability that is measured to find out how far the employee can do the job so as to produce goods or services according to what is expected; and (6) Service facility factor is all types of equipment, equipment and facilities that function as the main supporting tool in accelerating execution of work completion.

The Indonesian nation has three sectors of economic power that carry out various business activities in the order of economic life. The three sectors are the state, private and cooperative sectors. To achieve a strong economic position and achieve a just and prosperous society, the three sectors of economic power must be interconnected and cooperate well. So basically cooperatives are the foundation of the Indonesian economy. Therefore, cooperatives need to be fostered professionally both in the field of organization and in the mental and business fields so that they can progress and develop. The cooperative in Mondang Village is very beneficial for its members because the cooperative is very helpful in lending and borrowing both in the long and short term. achieve member satisfaction.

Based on observations made by researchers, education related to cooperative knowledge is only given to administrators so that the education of cooperative members is still lacking. In addition, there are still many members who do not have a clear motivation to become members of the cooperative, most of them become members of the cooperative only because of advice from the company where they work. When conducting observations and research interviews to obtain information from several cooperative members to cooperative members, data was obtained that there were cooperative management that provided cooperative services that were less fast and less responsive.

Based on the background of the existing problems, there are several problems that can be identified in this study, namely (1) Cooperative knowledge has not been given to members; (2) The motivation for cooperative members is not clear; (3) Not maximal service at the Cooperative of Koperasa employees in Mondang Village, especially services when members want to apply for credit; (4) Lack of public trust in cooperatives and (5) There are still many members who are not satisfied with cooperative services.

## **RESEARCH METHOD**

This research includes causal associative research, because this research aims to determine the effect of variable X on Y which is causal. The approach used is a quantitative approach. (Sugiyono, 2010: 14). Collecting data using a questionnaire method or anket, and interviews. Analysis of the data description intended in this study includes calculating the mean or average (M), median (Me), and mode (Mo). In addition, the data is also described with a frequency distribution table and a histogram. Data analysis techniques in the form of Validity Test, Reliability Test, Regression Analysis, Correlation Analysis, Hypothesis Test. This research was carried out by a cooperative in Mondang Village, Sayur Matinggi District. The population in this study were 130 people and the samples were 62 respondents.

## RESULTS AND DISCUSSION

### Results

#### 1. Validity test

The validity test in this study uses the product moment correlation technique proposed by Karl Pearson.

Question No	Service Quality Test Results	Member satisfaction test results
	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18	1,2,3,4,5,6,7,8,9,10,11
<b>Amount</b>	<b>17 questions</b>	<b>11 uestions</b>

#### 2. Reliability Instrument Test

The results of the Service Quality Variable Test with Cornbach's Alpha value of 0.929 were declared reliable in the very high category. The results of the Member Satisfaction Variable Test with an Alpha Cornbach's value of 0.937 were declared reliable with a very high category.

Free Variables	Conclusion	
	SE (%)	SR (%)
Service quality	39,2	86,6

#### 3. Simple Linear Regression Analysis Test Table

Model	Koef. predictor	t Count	Say.	R	F
Constant (k)	2,571	0,581	0,563		
Service Quality (X)	0,476	6,284	0,000		
Summary				0,453	
Regression (ANNOVA)			0,000		24,412

#### 4. Multiple Regression Test Results

Based on the table above shows that the correlation coefficient (R) is 0.453. The correlation value (R) shows a positive value, this means that service quality has a positive influence on member satisfaction. The correlation value (R) of 0.453 indicates that the variance in cooperative member satisfaction can be explained by service quality of 45.3% through the model, while 54.7% comes from other variables that are not taken into account in this model. Testing this contribution found the F value in the table above to be 24.412 with a significance of 0.000. The resulting significance value is less than 0.05, so it can be said that simultaneously service quality has a significant influence on member satisfaction. So thus it can also be interpreted that service quality has a positive influence simultaneously on member satisfaction, so that the second hypothesis is accepted. Based on multiple regression analysis, it can be seen that the Relative Contribution (SR) and Effective Contribution (SE) of the independent variables to the dependent variable. The magnitude of SR and SE can be seen in the following table: The results above show that the size of the effective contribution of service quality is 39.2% to the satisfaction of cooperative members. It is also known that the relative contribution of service is 86.6% to member satisfaction.

#### 5. Uji T

The coefficient is 0.132 with a t value of 2.133 and a significance of 0.037. With a significance value of t less than 0.05 it proves that the cooperative image variable has a partially significant effect on member satisfaction variables. It can also be said that there is a positive relationship between cooperative services and member satisfaction so that the 1st hypothesis is accepted. The coefficient is 0.476 with a t value of 6.284 and a significance of 0.000. With a significance value of less than 0.05, it proves that the service quality variable has a partially significant effect on member satisfaction variables.

### CONCLUSION

Based on the results of the research that has been done, it is obtained data that the service quality of Mondang Village Cooperative employees is in a sufficient condition of 53% with the Adequate category. Based on the results of the interviews that have been conducted, the sample believes that the service quality of the Cooperative Management is quite good, they state that the management has done their job quite well, understands the conditions of the members, and is able to understand the needs of the members. Furthermore, in the good category, namely 19%, then in very poor conditions, namely 13%, then in less conditions, namely 8% and the last is in very good conditions, namely 7%.

Based on the research results, the mean of service quality is 48.53 and it can be said that service quality is in sufficient condition. There is a positive and significant effect of the service quality variable on the satisfaction variable of Cooperative members. Service quality is reviewed from 17 questions. Of the available questions, the lowest score was obtained, namely

physical evidence indicators on questions regarding adequate parking space, completeness of counters and detectors of authenticity of money, as well as the comfort of the building. As many as 5 respondents answered the lowest score of 1 for the question of adequate parking, and 41 respondents answered a score of 2 (poor) for the question of adequate parking, and 16 respondents answered enough for the question of adequate parking. As for the questions on the completeness of the counter and the detector of the authenticity of money in cooperatives, there were 4 respondents who answered with the lowest score, followed by 29 respondents who answered with a score of 2. The R value was 0.453 indicating that the variance in the KKPBSG member satisfaction variable can be explained by the service quality variable of 45.3% (less) and 29 respondents answered enough. Then for the question of building comfort, there was 1 person who answered with the lowest score, followed by 34 respondents who answered with a score of 2 (less) and 27 respondents who answered with an adequate score.

According to the results of interviews conducted by researchers and members, they stated that the Mondang Cooperative did not yet have adequate parking space. According to them, the Mondang Cooperative parking space was still very narrow. Members of the cooperative also mentioned that the Mondang Cooperative did not yet have tools to count money and detect the authenticity of money, so far the Mondang Cooperative has only been counting manually. The members also said that the Mondang Cooperative building was not clean and comfortable and the building was too small.

The hypothesis in this study shows that the second hypothesis is accepted, namely service quality has a positive and significant effect on member satisfaction. This is indicated by a positive line coefficient value and a significance value of less than 0.05. Therefore, if the cooperative wants to increase the satisfaction of its members, the quality of service must be continuously improved. The results of this study also support the research conducted by Naryoto Donowuryanto and Achmad Zaeni. The research they conducted concluded that service quality partially had a positive and significant effect on member satisfaction. So the results of this study duplicate the results of previous studies. and service quality simultaneously has a positive and significant effect on member satisfaction. So the results of this study duplicate the results of previous studies.

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