

## THE EFFECT OF SERVICE QUALITY AND MEMBER PARTICIPATION ON THE PERFORMANCE OF KUD (VILLAGE UNIT COOPERATIVE) PAKONG

Fadali Rahman<sup>1</sup>, Henny Kurniawati<sup>2</sup>, Maulidatus Sholihah<sup>3</sup>, Yuni Shara Santi<sup>4</sup>, Alfi Hasaniyah<sup>5</sup>

[fadali.rahman@unira.ac.id](mailto:fadali.rahman@unira.ac.id)<sup>1</sup>, [hennynia90@gmail.com](mailto:hennynia90@gmail.com)<sup>2</sup>, [lindaamaulidaa31@gmail.com](mailto:lindaamaulidaa31@gmail.com)<sup>3</sup>, [yunysyara66@gmail.com](mailto:yunysyara66@gmail.com)<sup>4</sup>, [alfi@unira.ac.id](mailto:alfi@unira.ac.id)<sup>5</sup>

Universitas Madura

### ABSTRACT

*Cooperatives as family-based economic institutions need member support and quality services in order to achieve common goals. This study aims to analyze and test the influence of independent variables, namely Service Quality (X 1) and Member Participation (X 2), on dependent variables, namely Cooperative Performance (Y), in KUD (Village Unit Cooperatives). The research method used was a quantitative approach with data collection techniques through questionnaires to 5 respondents who were active cooperative members in Pakong village. Data analysis was carried out using multiple linear regression. The results of the study show that the quality of service has a positive and significant effect on the performance of the cooperative, which means that the better the service provided by the management to members, the higher the performance of the cooperative. In addition, member participation also has a positive and significant effect on cooperative performance, showing that active involvement of members in activities and decision-making can increase the effectiveness and productivity of cooperatives. Simultaneously, these two variables have a significant effect on improving the performance of cooperatives. and the achievement of cooperative goals.*

**Keywords:** Quality Of Service, Member Participation, Cooperative Performance

### INTRODUCTION

Cooperatives must reflect the strength that provides trust for members, the community and other business entities in carrying out cooperative relationships. To achieve these goals, cooperatives must have good management and a resilient, efficient and effective organization. Cooperative members as founders, owners and service users (as producers and consumers) of cooperatives, will feel stable if the existence of their cooperative organization is clear and strong. The recognition of the existence of cooperatives from members and the community is a potential carrying capacity, which can be used as a measure (barometer) for the running of the organization and the survival of cooperatives. Therefore, cooperative organizations need to receive serious attention, especially from the legal aspect (Subandi, 2019)

Quality is the expected level of quality and diversity control in achieving that quality to meet consumer needs. Quality indicates something that, quality is the totality of a service characteristic that is in accordance with standards or requirements. Quality is closely related to customer satisfaction. Quality provides a special incentive for customers to establish long-term mutually beneficial relationships with the company (Okfitasari & Suyatno, 2018; Sambodo Rio Sasongko, 2021). Service quality can be interpreted as a customer's assessment of the advantages or privileges of a product or service as a whole. Service quality is a process of thorough evaluation of customers regarding the perfection of service performance (Bismala, 2016; Yogatama & Widyarini, 2015). Good service will have a positive impact on every member and prospective member so that it can attract members/prospective members to use the products and services offered (Fauji et al., 2023)

From this, it can be said that the quality of service is the level of quality of

something offered to other parties, namely consumers. Service quality must start from customer needs and end with customer perception, this means that the image of good quality is not based on the point of view or perception of the service provider but based on the customer's point of view or perception (Rachmawati, 2011).

Cooperative participation is the participation of members in cooperative activities, both in pleasant and unpleasant conditions. A cooperative member is any Indonesian citizen who is able to take legal action that meets the requirements as stipulated in the Articles of Association.

Member participation is the member's willingness to assume obligations and exercise his membership rights responsibly. If most of the cooperative members have carried out their obligations and carried out their rights responsibly, then the participation of the cooperative members concerned has been said to be good. If it turns out that there are only a few, then the participation of the cooperative members is said to be poor or low. (Djoko Muljono, Op.cit.) Therefore, the researcher chose the influence of service quality and employee participation as very important to determine the performance of cooperative members of village units. Because the quality of service and employee participation are the most important essence for the survival of a business entity (Henny, Linda, Yuni).

## METHODOLOGY

The research method used is a quantitative approach with data collection techniques through questionnaires to 17 consumer respondents and 15 employee respondents who are active cooperative members in Pakong village. The goal is to obtain data and information efficiently and structured from respondents to answer the research, Service Quality, Member Participation, cooperative performance and obtain valid and reliable data as a basis for analysis.

## Result and Discussion

### Multiple Linear Regression Analysis

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1	(Constant)	35.025	8.587	4.079	.055
	pelayananX1	.194	.084	.378	.146
	participationX2	.405	.062	1.066	.023

a. Dependent Variable: employee performanceY

The results of multiple linear regression analysis in the t-test table above obtained the coefficient of service independent variable (X1) = 0.194, member participation variable (X2) = 0.402, and constant of 35.025. Based on the results of the test with the multiple linear regression method above, the regression equation model obtained from this study is as follows

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 35.025 + 0.194 + 0.402 + e$$

### Partial Test (t-test)

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	35.025	8.587		4.079
	pelayananX1	.194	.084	.378	2.326
	participationX2	.405	.062	1.066	6.553

a. Dependent Variable: employee performanceY

Based on the results of the t-test in members (X2) the result was obtained of 6.553 with a sig of 0.023 (smaller than the sig level of 0.05) so that the calculation for the service variable (X1) was obtained a result of 2.326 with a sig level of 0.146 (greater than the sig level 0.05), so it can be concluded that Ha1 was rejected and Ho1 was accepted, which means that there is no influence and significance of the service (X1) on employee performance. Meanwhile, the calculation for the participation variable can be concluded that Ha2 is accepted and Ho2 is rejected, which means that there is a positive and significant influence of member participation (X2) on member performance (Y).

### Simultaneous Test (F Test)

ANOVA <sup>b</sup>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	121.171	2	60.586	21.527
	Residual	5.629	2	2.814	
	Total	126.800	4		

a. Predictors: (Constant), member participationX2, serviceX1

b. Dependent Variable: employee performanceY

From the results of the F test above, Fcal 21,527 was obtained with a significance level of 0.044 with a Ftable value of 19.00. This means that the value of Fcal (21.527) 19.00 Value of Ftable (19.00) and sig 0.044 < 0.05, so that the decision is that Variable X (quality of service and participation of members) simultaneously affects the performance of cooperative members of the Pakong village unit. Thus, it can be concluded that Ha3 was accepted and Ho3 was rejected, which means "There is a significant influence between the quality of service and member participation on the performance of members of the Pakok village unit cooperative.

### Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978a	.956	.911	1.678

a. Predictors: (Constant), member participationX2, serviceX1

The results of the above analysis show that the *value of the Adjusted R Square* is 0.911 or 91%. This means that 91% of the ability of the regression model in this study in explaining the independent variables, namely the variable of service quality and member participation, is able to explain the bound variable, namely the performance of cooperative members of the Pakong village unit, while the rest (100% - 91% = 9%) is influenced by other factors.

## CONCLUSION

From the discussion above, it can be concluded that the influence of service quality and member participation on the performance of KUD (village unit cooperative) Pakong, has been running optimally while the quality of service does not have a significant effect on the performance of Pakong KUD members. Because the results of the t-test showed a significance value of 0.146 ( $> 0.05$ ), so that the service (X1) did not make a significant contribution to improving member performance. This means that even though the service provided is quite good, it has not been able to directly improve the performance of cooperative members. Member participation has a positive and significant effect on the performance of cooperative members. A significance value of 0.023 ( $< 0.05$ ) shows that the higher the involvement of members in cooperative activities both in decision-making and the implementation of obligations, the better the performance of members in supporting the operations of KUD Pakong. Simultaneously (together), the quality of service and member participation have a significant effect on the performance of KUD Pakong's members. This is proven through the F test with a significance value of 0.044 ( $< 0.05$ ). This means that these two variables together are able to increase the effectiveness and productivity of members' work. The research model has a very strong predictive ability. The Adjusted R Square value of 0.911 indicates that 91% of the variation in cooperative members' performance can be explained by the quality of service and member participation, while the remaining 9% is influenced by other factors outside of the study.

## DAFTAR PUSTAKA

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