

ABSTRAK
KONTRIBUSI KUALITAS LAYANAN, AKSESIBILITAS ANGGOTA
CU, DAN MOTIVASI BERKOPERASI ANGGOTA CU
TERHADAP TINGKAT PARTISIPASI ANGGOTA CU LANTANG TIPO
TP NANGA MAU KABUPATEN SINTANG KALIMANTAN BARAT

Yustina Widyawati

Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui kontribusi kualitas layanan, aksesibilitas anggota dan motivasi berkoperasi anggota CU terhadap tingkat partisipasi anggota CU Lantang Tipo TP Nanga Mau Kabupaten Sintang Kalimantan Barat.

Jenis penelitian ini merupakan penelitian eksplanatif yang dilaksanakan di CU Lantang Tipo TP Nanga Mau. Populasi dalam penelitian ini adalah semua anggota CU Lantang Tipo TP Nanga Mau Kabupaten Sintang Kalimantan Barat. Teknik pengambilan sampel menggunakan pendekatan *Accidental sampling*, sampel yang diambil berjumlah 95 responden. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Data dianalisis menggunakan *regresi linear berganda* dengan taraf kesalahan 5% serta pengolahan data menggunakan SPSS *versi 17.00 for windows*.

Hasil penelitian ini menunjukkan bahwa kualitas layanan, aksesibilitas anggota dan motivasi berkoperasi anggota CU berkontribusi terhadap tingkat partisipasi anggota, yaitu : 1). Terdapat kontribusi kualitas layanan CU terhadap partisipasi anggota CU ($p=0,001 < \alpha=0,05$) sebesar 46,56 % dimana kualitas yang diberikan CU semakin membaik; 2). Terdapat kontribusi aksesibilitas anggota terhadap partisipasi anggota CU ($p=0,001 < \alpha=0,05$) sebesar 20,98 % dimana semakin mudah akses anggota untuk menuju CU semakin tinggi tingkat partisipasi; 3). Terdapat kontribusi motivasi berkoperasi anggota CU dengan tingkat partisipasi anggota CU ($p=0,001 < \alpha=0,05$) sebesar 32,46 % dimana semakin besar motivasi dari anggota akan semakin tinggi tingkat partisipasinya. Besarnya koefisien determinasi atau *adjusted R²* menyatakan bahwa tingkat partisipasi anggota kopersi dapat dijelaskan oleh variabel kualitas layanan, aksesibilitas anggota, dan motivasi anggota sebesar 50,3 % dan sisanya 49,7% dijelaskan oleh variabel diluar model penelitian.

Kata kunci: Kualitas Layanan, Aksesibilitas Anggota, Motivasi Berkoperasi, *Regresi Linear Berganda*.

ABSTRACT

THE CONTRIBUTION OF SERVICE QUALITY, THE ACCESSIBILITY OF CU MEMBERS AND THE MOTIVATION TO BE THE MEMBERS OF CU TOWARDS THE PARTICIPATION LEVEL CU LANTANG TIPO TP NANGA MAU DISTRICT OF SINTANG, WEST KALIMANTAN

Yustina Widyawati
Sanata Dharma University
2014

This study aims to find out the contribution of service quality, the accessibility of CU members and the motivation of being members of CU the level of participation of members of the CU Lantang Tipo TP Nanga Mau District of Sintang, West Kalimantan

This research is an explanatory research conducted in CU Lantang Tipo TP Nanga Mau . The population in this study were all members of the CU Lantang Tipo TP Nanga Mau district of Sintang, West Kalimantan. The samples were 95 respondents taken by accidental approach. Data were collected by a questionnaire that has been tested for its validity and reliability . Data were analyzed by multiple linear regression with the error level 5%. Data were processed by SPSS for windows version 17:00 .

The results indicate that the quality of service, the accessibility and the motivation of members CU contribute the level of participation of members, namely : 1) . There is a contribution to the quality of service to the level of member participation ($\rho = 0.001 < \alpha = 0.05$) of 46.56 % when the quality is getting better ; 2) . There is accessibility contribution to the participation of the members of CU ($\rho = 0.001 < \alpha = 0.05$) of 20.98 % which is getting easier to be accessed by the CU members and the levels of participation is higher; 3) . There is contribution of by high motivation of being the members of CU with the level of participation ($\rho = 0.001 < \alpha = 0.05$) to 32.46 % where the greater the motivation of members, the higher level of participation. The magnitude of the coefficient of determination or adjusted R2 states that the level of participation of members can be explained by the variable quality of service , accessibility of members , and the motivation of members of 50.3 % and the remaining 49.7 % is explained by variables outside the model of research.

Keywords : Quality of Service, Members accessibility, Motivation cooperatives, Multiple Linear Regression .