

ABSTRAK

**KONTRIBUSI STATUS SOSIAL EKONOMI ANGGOTA LAYANAN PRIMA DAN
LAMA BERGABUNG MENJADI ANGGOTA TERHADAP PARTISIPASI
ANGGOTA (Survey di Koperasi Sami Aji Kecamatan Subah Kabupaten Batang
Provinsi Jawa Tengah)**

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Penelitian ini bertujuan untuk mengetahui kontribusi status sosial ekonomi anggota layanan prima dan lama bergabung menjadi anggota terhadap partisipasi anggota dengan survey yang dilakukan di koperasi Sami Aji di Kecamatan Subah Kabupaten Batang Provinsi Jawa Tengah.

Penelitian ini meruakan jenis penelitian eksplanatif yang dilakukan pada bulan Juli sampai dengan September 2013. Populasi dalam penelitian ini adalah seluruh anggota koperasi Sami Aji yang berjumlah 327 anggota. Pengambilan sampel penelitian ini menggunakan teknik *purposive sampling*. Teknik pengumpulan data menggunakan koesioner. Analisis data dilakukan dengan menggunakan regresi berganda.

Hasil penelitian menunjukkan bahwa : (1) Kondisi status sosial ekonoki anggota memberikan konterbusi secara signifikan terhadap partisipasi anggota koperasi sebesar 21,42% ($\text{sig} = 0,000 < 0,05$). (2) Layanan prima yang diberikan koperasi kepada anggotanya dalam penelitian ini memberikan kontribusi sebesar 19,13% ($\text{sig} = 0,000 < 0,05$). (3) sedangkan variabel lama bergabung menjadi anggota tidak memberikan kontribusi secara signifikan karena hanya sebesar 0,86% ($\text{sig} = 0,774 > 0,05$). (4) Status sosial ekonomi anggota, layanan prima serta lama bergabung menjadi anggota secara bersama – sama memberikan kontribusi terhadap partisipasi anggota koperasi sebesar 39,7% sedangkan sisanya sisanya diberikan oleh variabel lain yang tidak dicantumkan dalam penelitian ini.

ABSTRACT

THE CONTRIBUTION OF THE SOCIO ECONOMIC STATUS OF THE MEMBERS, SERVICE EXCELLENCE, AND OLD JOINED MEMBERS TO THE MEMBERS' PARTICIPATION (SURVEY ON THE SAMI AJI COOPERATION SUBAH, BATANG CENTRAL JAVA)

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This study aims to determine the contribution the socio economic status of the members, service excellence and old joined members to the members' participation.

This is an explanative research conducted in July to September 2013. The population in this study was all 327 members of the Sami Aji Cooperation. The sampling uses purposive sampling of 180 members. The data were collected through questionnaires. Data analysis was performed using multiple regression analysis. The test results showed that the precondition multicollinearity tolerance values of all three variables, namely the socio economic status members (0.916), prime services (0,911) and old joined member (0.989) is more than 0.1 so there is no multicollinearity problem. While heteroscedasticity in this study (0.669) for the variable of socio economic status (0.405) and old joined members (0.795). These three variables have a significant value of more than 0.05, so there is no problem of heteroscedasticity, in this study also did not happen because the problem of autocorrelation calculation results $dU < DW < 4-dU$ was $1.774 < 1.943 < 2, 226$.

These results indicate that: (1) the socio economic status of the members contributes significantly to the members participation around 21.42 % (i.e $2.6034 \leq t_{count} \leq 6.929$ and $sig = 0.000 < 0.05$); (2) the excellent service given to cooperation members in this study contributes around 19.13 % (i.e $6.172 \leq t_{count} \leq 2.6034$ and $sig = 0.000 < 0.05$); (3) while the old variable who became a member did not contribute significantly because it is only about 0.86% (i.e $t_{count} \leq -0.288 \leq 2.6034$ and $sig = 0.774 > 0.05$); (4) the variable of socio economic status of the members, the service excellence and the old joined members is able to explain the participation of members in Sami Aji Cooperation around 39.7% while the rest which is given by other variables are not included in this study.