

**ABSTRAK****PENGARUH PENGETAHUAN ANGGOTA KOPERASI, PERSEPSI ANGGOTA TENTANG PELAYANAN KOPERASI, DAN MOTIVASI BERKOPERASI TERHADAP PARTISIPASI BERKOPERASI SISWA SMA NEGERI 1 NGEEMPLAK, SLEMAN, YOGYAKARTA.**

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2016

Penelitian ini bertujuan untuk mengetahui besarnya pengaruh pengetahuan anggota koperasi, persepsi anggota tentang pelayanan koperasi, dan motivasi berkoperasi terhadap partisipasi berkoperasi siswa SMA Negeri 1 Ngemplak, Sleman, Yogyakarta.

Jenis penelitian ini merupakan penelitian eksplanatif yang dilaksanakan di SMA Negeri 1 Ngemplak, Sleman, Yogyakarta. Populasi data penelitian ini adalah semua anggota koperasi siswa SMA Negeri 1 Ngemplak, Sleman, Yogyakarta. Teknik pengambilan sampel menggunakan *accidental sampling* dan sampel yang diambil sejumlah 79 responden. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Data ini dianalisis menggunakan *regresi linear berganda* dengan taraf kesalahan 5% serta pengolahannya menggunakan *SPSS versi 16 for windows*.

Hasil penelitian ini menunjukkan bahwa: (1) pengetahuan anggota koperasi, persepsi anggota tentang pelayanan koperasi, dan motivasi berkoperasi, serta partisipasi berkoperasi siswa SMA Negeri 1 Ngemplak, Sleman, Yogyakarta dalam kategori sedang; (2) ada pengaruh positif signifikan pengetahuan anggota koperasi terhadap partisipasi berkoperasi; (3) ada pengaruh positif signifikan persepsi anggota tentang pelayanan koperasi terhadap partisipasi berkoperasi; (4) ada pengaruh positif signifikan motivasi berkoperasi terhadap partisipasi berkoperasi; dan (5) pengetahuan anggota koperasi, persepsi anggota tentang pelayanan koperasi, dan motivasi berkoperasi mampu menjadi prediktor yang baik untuk partisipasi berkoperasi.

**Kata kunci** : pengetahuan anggota koperasi, persepsi anggota tentang pelayanan koperasi, motivasi berkoperasi, partisipasi berkoperasi.

**ABSTRACT****THE EFFECT OF MEMBERS COOPERATIVE KNOWLEDGE,  
PERCEPTION OF SERVICE COOPERATIVE MEMBERS, AND  
COOPERATIVE MOTIVATION TOWARDS STUDENT COOPERATIVE  
PARTISIPATION OF SMA NEGERI 1 NGEMPLAK, SLEMAN,  
YOGYAKARTA**

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This study aims to determine the influence of the cooperative members knowledge, perceptions of members of the cooperative services, and motivations of cooperative towards the participation of student cooperatives of SMA Negeri 1 Ngemplak, Sleman, Yogyakarta.

This type of research is exsplanative which was carried out in SMA Negeri 1 Ngemplak, Sleman, Yogyakarta. The population of this research were all the members of the cooperatives of SMA Negeri 1 Ngemplak, Sleman, Yogyakarta. The sampling technique used accidental sampling. The samples were 79 respondents. Data were collected by questionnaires of which validity and reliability were already tested. Data were analyzed using by multiple linear regression with the error level of 5% and analyzed by using SPSS version 16 for windows.

The result indicate that (1) knowledge of members of the cooperative, members perceptions of the cooperative services, and motivations of cooperative, the participation of cooperatives of SMA Negeri 1 Ngemplak, Sleman, Yogyakarta were in the medium category; (2) There is positive and significant influence knowledge of members of cooperative towards the participation of cooperatives; (3) There is positive and significant influence perceptions of members of the cooperative services towards the participation of cooperatives; (4) There is positive and significant influence cooperatives motivation towards the participation of cooperatives; (5) knowledge members of the cooperative, members perception of service cooperatives, and motivations of cooperatives are able to be good predictors of participation in cooperative.

**Keywords:** *knowledge cooperative members, members services cooperative perception, cooperative motivation, participation cooperative.*