

The Influence of Cooperative Services on the Participation of KPRI Syariah Cooperative Members of the Ministry of Religion of Pekanbaru City

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Abstract

This article is a type of quantitative descriptive research that aims to determine the effect of cooperative services on the participation of members of the KPRI Syariah cooperative, Ministry of Religion, Pekanbaru City. The method used in this research is a quantitative descriptive method. The population in this study were all members of the KPRI Syariah cooperative, the Ministry of Religion, Pekanbaru City. The research sample involved 87 cooperative members using a random sampling technique. Data collection methods in this study are questionnaires, interviews and documentation. The instrument used to collect data is a questionnaire or questionnaire. The data analysis technique used the T test. Based on the obtained sig large 2.606 cooperative services, 2.200 member participation. With a significant level of 0.011 <0.031. This shows that cooperative services partially have a significant effect on the participation of members of the KPRI Syariah cooperative, Ministry of Religion, Pekanbaru City.

Keywords: Cooperative Services, Member Participation



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INTRODUCTION

Cooperatives are business entities consisting of individuals or cooperative legal entities with activities based on cooperative principles as well as a people's economic movement based on the principle of kinship. Article 33 of the 1945 Constitution explains that the economy is structured as a joint venture based on the principle of kinship. The word cooperative comes from the Latin "Coopere", which in English is called Cooperation. Co means together and operation means work, so cooperation means working together. The background to the birth of cooperatives in Indonesia was the existence of a group of people who fundamentally challenged individualism and capitalism. In 1908 Budi Utomo suggested the establishment of a cooperative for household needs, then to use the growth of cooperatives at the end of 1930 a cooperative position was established whose job was to explain and explain the forms regarding cooperatives. In moving a cooperative requires technical skills, social economy, perseverance, discipline, and the participation and commitment of members. Not a few cooperatives in our country have had to disband this is due to the lack of participation of the members of the cooperative itself. There are those who have substantial capital but then decline to the level of destruction which ends in dissolution. As for the success of a cooperative to be realized, member participation needs to be increased. There are several ways to increase participation, namely materially and non-materially. Increasing member participation in a material way by providing bonuses, allowances, commissions and others. Meanwhile, increasing member participation is carried out in a non-material manner, namely by providing education, good service in a motivational manner to all existing elements, especially in planning and in decision making because involving all these elements will produce a better plan and decision in determining the direction and future goals of the cooperative.

In this case cooperative service is a condition related to products and services, people, processes and the environment that meet or exceed Kotler's expectations in Yusnandar et al (2021). This is reinforced by Tjiptono's expression in Jackson R.S Weenes (2013) which states service quality is the level of excellence expected and control over the level of excellence expected and control over the level of excellence to fulfill customer desires. Service excellence can be formed through the integration of four closely related pillars, namely: speed, accuracy, friendliness and service convenience. According to Samparan in Ruswandi (2019) reveals cooperative service is an activity or sequence of activities that occurs in direct interaction between a person and another person or machine physically, and offers customer satisfaction. In this case there are several indicators of cooperative services. Rahmayanty in Nasution (2021) reveals, firstly Reliability (Constraint) the ability to provide services as promised accurately and reliably, secondly Responsiveness (Responsiveness) a policy to help and provide services that are fast (responsive) and precise, by delivering information that is appropriate, thirdly Assurance (Assurance) knowledge, courtesy and the ability of administrators and supervisors to generate confidence and trust in members of the cooperative, fourthly Empathy (Empathy) personal care and attention given to members, fifth Tangible (tangible) the ability to show its existence to external parties.

In this case the participation of cooperative members can be interpreted as a process in which a group of members finds and implements ideas for cooperatives, without member participation the possibility of lowering or decreasing the efficiency and effectiveness of members in order to achieve cooperative performance will be greater Jochen Ropke (2012). This is reinforced by Pratom's expression, (2015) participation is to include a person or group of people who have concern for the same problem into an activity. Participation of members in cooperatives also means involving cooperative members in operational activities in achieving mutually agreed goals. Member participation is the involvement of members in managing the cooperative, utilizing the facilities provided by the cooperative and being active in activities in the cooperative. Meanwhile, the participation of non-members or the community is the participation of non-members or the community in utilizing the facilities provided by the cooperative. Cooperative members must use cooperative services because cooperative services are organized to meet the needs of members.

Good service in the management of service procedures carried out by the KPRI Syariah Cooperative of the Ministry of Religion of Pekanbaru City can achieve goals in accordance with established procedures. The services provided are the responsibility of the management and are supported by professional and adequate service personnel by employees entrusted by members to develop existing cooperatives with the hope of providing welfare and prosperity so that these services can be provided to members. One way to deepen the trust of KPRI Syariah Cooperative members of the Ministry of Religion in Pekanbaru City is by improving the quality of their services.

The quality of service in question can be achieved if the use of time and the implementation of the types of services provided to members can be fulfilled and carried out in accordance with predetermined provisions, such as the availability of complete service support facilities, having quality management and employees, and having administrative procedures that are not difficult for cooperative members. This study aims to determine the effect of cooperative services on the participation of members of the KPRI Syariah cooperative, Ministry of Religion, Pekanbaru City. This research needs information in the form of the level of understanding of cooperative services on the participation of members of the KPRI Syariah cooperative, Ministry of Religion, Pekanbaru City.

RESEARCH METHODS

This research was conducted using a quantitative descriptive method. Quantitative descriptive method is a method that aims to create an objective picture or description of a situation using a questionnaire, starting from data collection, interpretation of the data as well as the appearance and results. According to Syahza (2018) the sample is a source of data that will be processed statistically and must provide an overview of a population. The sampling technique was carried out randomly, the sample used in this study was 87 people. The method of collecting data in this study was using a questionnaire technique (questionnaire), interviews and documentation. The instrument used to collect data was a questionnaire or questionnaire. Data analysis techniques were carried out with the t test.

RESEARCH RESULTS AND DISCUSSION

Before testing the hypothesis, the researcher collected data that supports this research, namely the description of the questionnaire.

Table 1. Variable Descriptive Data of Cooperative Services

No	Classification	Frequency	Percentage (%)
1.	Very good	17	19,54
2.	Good	33	37,93
3.	Currently	12	13,79
4.	Not good	6	6,89
5.	Not good	19	21,83
	Amount	87	100

Based on Table 1 it can be seen that the KPRI Syariah cooperative services of the Ministry of Religion of Pekanbaru City are included in the good category with a percentage of 37.93%. This can be seen in the reliability indicator that contributes to the percentage of cooperatives. In the statement that the cooperative provides timely services according to what is presented and the readiness of the management and employees to serve members, this is evidenced by the attitude of the management and cooperative employees in providing services to every member who comes. Good and quality service must be improved and maintained from time to time, because over time changes will occur.

Table 2. Descriptive Data on Member Participation Variables

No	Classification	Frequency	Percentage (%)
1.	Very often	7	8,04
2.	Often	27	31,03
3.	Seldom	34	39,08
4.	Never	19	21,83
	Amount	87	100

Based on Table 2 it can be seen that the participation of members of the KPRI Syariah Cooperative of the Ministry of Religion of Pekanbaru City at a frequency of 34 people is included in the high category with a percentage of 39.08. This means that the participation of members of the KPRI Syariah Cooperative, Ministry of Religion, Pekanbaru City is already relatively high. This can be seen from the indicators of member participation, which can be seen in participating in the RAT, it is rare for management or members to follow and participate in attending RAT meetings, and rarely do members and administrators provide advice and input in making decisions and developing cooperative businesses, and as members use the savings and loan facility that provided by cooperatives with lower lending rates when compared to banking financial institutions. Before carrying out the hypothesis testing, a simple linear

regression analysis test was carried out. Simple linear regression analysis was performed to determine the effect of the independent variables on the dependent variable. Simple linear regression is only used for one independent variable and one dependent variable. The results can be seen in Table 3 below.

Table 3. Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	55,803	3,497		15,955	0,000
	Participation	0,735	0,282	0,272	2,606	0,011

a. Dependent Variable: Sevice

Based on the results of a simple linear regression analysis using SPSS 26, it can be seen from the constant value of the cooperative service variable of 55.803, the participation of members in the KPRI Syariah Cooperative, Ministry of Religion, Pekanbaru City will be positive, and 0.735, the cooperative service variable has a positive effect on the participation of members of the KPRI Syariah Cooperative, Ministry of Religion. Pekanbaru City. Furthermore, to find out whether the data is normally distributed or not, use the data normality test. The normality test in this study was conducted to ensure that the statistical test comes from normally distributed data. In this study, the data normality test used the help of a computer program, namely SPSS Statistics 26 using the one sample Kolmogorov-Smirnov test.

Table 4. Data Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		87
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	7,72741211
Most Extreme Differences	Absolute	0,084
	Positive	0,084
	Negative	-,061
Test Statistic		0,084
Asymp. Sig. (2-tailed)		0,183 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The normality test with the one sample Kolmogorov-Smirnov statistical test can be seen in Table 3. The Kolmogorov Smirnov value is 0.084 with a significance value of 0.183. The residual data is normally distributed if the significance is $> \alpha = 0.05$, from the test it can be seen that the significance is 0.084 which is greater than $\alpha = 0.05$, so it can be concluded that the residual data in this study are normally distributed. After obtaining a normal data distribution, then the hypothesis test is carried out. The hypothesis testing carried out in this study used the T test. The test results can be seen in Table 5 below:

Table 5. T Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	Participatio	5,536	2,517		2,200	0,031
	Service	0,101	0,039	0,272	2,606	0,011

a. Dependent Variable: Participation

Based on the results of hypothesis testing using the T test, it can be seen that the cooperative service variable (X) is 2.606, member participation (Y) is 2.200. With a value of Sig. (2-tailed) of 0.011 < Sig value (2-tailed) 0.031 greater than 0.05, it can be concluded that cooperative services partially have a significant effect on the participation of members of the KPRI Syariah Cooperative, Ministry of Religion, Pekanbaru City. It can be concluded from this study that the influence of cooperative services on member participation is 0.735 or 73.5%. This means that the influence of cooperative services affects member participation. If the influence of the service continues to increase, the participation of members will also increase.

CONCLUSION

Based on the results of data analysis and hypothesis testing as well as discussion, it can be concluded that cooperative services have an effect on the participation of members of the KPRI Syariah cooperative, Ministry of Religion, Pekanbaru City. The better and better quality of service in cooperatives and increased participation of members in cooperatives can improve cooperative services and participation of members of the KPRI Syariah cooperative, Ministry of Religion, Pekanbaru City.

The researcher recommends that cooperative services in the KPRI Syariah Cooperative, Ministry of Religion, Pekanbaru City need to improve service to its members. Managers and employees must really understand existing problems such as a lack of good responsiveness to complaints submitted by members of the cooperative, managers and employees must pay more attention to members without discriminating and increase comfort both comfort in communicating. Participation of members in the KPRI Syariah Cooperative, Ministry of Religion, Pekanbaru City needs to be increased. One effort that can be made by cooperatives to increase the participation of their members is by holding seminars on matters and obligations of members regarding the dual identity of members, namely as owners and as users of cooperatives which are expected to grow awareness of members to participate and contribute actively and regularly in cooperatives and realize the desires and needs of cooperative members.

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