



## INTISARI

Kebutuhan anggota yang berubah-ubah serta tantangan lingkungan mengharuskan kualitas layanan yang diberikan koperasi harus terus disesuaikan agar mampu memuaskan anggotanya. Penelitian ini bertujuan untuk: (1) mendeskripsikan setiap atribut kepuasan berdasarkan kinerja kualitas layanan dan harapan kualitas layanan, (2) mengetahui indeks kepuasan kualitas layanan koperasi kepada anggota, (3) mengetahui posisi *plotting* kepentingan dan kinerja setiap atribut kualitas layanan dalam mengembangkan koperasi. Lokasi penelitian ditentukan secara *purposive* di Koperasi Serba Usaha (KSU) Tani Makmur Kabupaten Temanggung. Jumlah responden adalah 100 anggota KSU Tani Makmur yang dipilih dengan *simple random sampling*. Metode yang digunakan analisis deskriptif statistik, *Customer Satisfaction Index* (CSI), dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa atribut kualitas layanan dengan tingkat kepuasan tertinggi adalah atribut hubungan antara pengurus dan karyawan dan atribut kualitas layanan dengan tingkat kepuasan terendah adalah sikap proaktif karyawan dalam mencari hal yang dapat menjadi keluhan anggota. Kepuasan anggota koperasi berdasarkan indeks kepuasan menunjukkan bahwa anggota sudah puas dengan kinerja kualitas layanan koperasi. Prioritas utama dalam pengembangan koperasi untuk dilakukan peningkatan kinerja kualitas layanan adalah pada atribut kondisi gedung koperasi, kemudahan menuju koperasi, kelengkapan fasilitas gedung koperasi, kelengkapan teknologi penunjang koperasi, sikap proaktif karyawan dalam mencari hal yang dapat menjadi keluhan anggota dan penerapan sanksi terhadap anggota koperasi yang melanggar ketentuan, dan bantuan khusus terhadap anggota yang gagal panen.

Kata kunci: kepuasan anggota, kualitas layanan, kinerja kualitas layanan, harapan kualitas layanan



## ABSTARCT

The fluctuate of members' need and the environmental challenges require a service quality provided by cooperatives must be adjusted to be able satisfy to their members. The purpose of this research are to: (1) describe the attributes of satisfaction based on performances of service qualities and service quality expectations, (2) find the cooperative's service quality satisfaction index to the members, (3) find the importance and performance plotting position of each service quality attributes for developing the cooperative. The location of the research was determined purposively in the Multipurpose Cooperative (KSU) Tani Makmur Temanggung Regency. Respondents consisting of 100 KSU Tani Makmur members' who were determined by simple random sampling. The method were used a statistical descriptive analyze, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). The results showed that the attribute of service quality with the highest level of satisfaction is the relationship between management and employees and the attribute of service quality with the lowest level of satisfaction is the proactive attitude of employees to looking for things that could be members' complaint. Cooperative member satisfaction based on satisfaction index showed that members are satisfied with the cooperative service quality performance. The main priority in developing cooperatives to improve the quality of service performance are on the attributes; condition of the cooperative's building, ease of cooperative, completeness of cooperative's building facilities, completeness of cooperative's support technology, proactive attitude of employees in finding things that can be a member complaint, application of penalty against cooperative members who violate the provisions, and special assistance for members who failing harvest.

Keywords: members' satisfaction, service quality, service quality performance, service quality expectations