INTISARI

Koperasi Susu Warga Mulya adalah koperasi aktif yang bergerak dibidang peternakan dan pengolahan susu. Koperasi Susu Warga Mulya memenuhi kebutuhan anggota sehingga anggota merasa puas dengan kualitas layanannya. Penelitian ini bertujuan untuk: (1) Mendeskripsikan setiap atribut kualitas layanan koperasi berdasarkan kinerja kualitas layanan dan harapan kualitas layanan, (2) Mengetahui indeks kepuasan kualitas layanan koperasi kepada anggota, (3) Mengetahui posisi *plotting* kinerja dan kepentingan setiap atribut kualitas layanan. Lokasi penelitian ditentukan menggunakan *purposive sampling*. Sementara itu, jumlah responden peternak anggota koperasi ditentukan mengunakan rumus Slovin. Total sampel peternak anggota koperasi adalah 68 orang. Metode yang digunakan analisis deskriptif statistic, *Customer Satisfaction Index* (CSI), dan *Importance Performance Analysis* (IPA).

Hasil penelitian menunjukkan bahwa kinerja kualitas layanan secara keseluruhan sudah mencapai harapan anggota terhadap kualitas layanan. Kepuasan anggota koperasi berdasarkan indeks kepuasan menunjukkan bahwa anggota sudah puas dengan kinerja kualitas layanan koperasi. Prioritas utama untuk dilakukan peningkatan kinerja kualitas layanan dalam pengemabngan koperasi adalah pada atribut kondisi outlet penjualan susu sapi, dan penetapan harga beli susu koperasi yang mampu memberikan keuntungan bagi anggota.

Kata kunci: kualitas layanan, kepuasan anggota, indeks kepuasan konsumen, Matriks IPA.

ABSTRACT

Warga Mulya Milk Cooperative is an active cooperation that operates in farming and milk processing. Warga Mulya Milk Cooperative meet the needs of the members so that they are satisfied with its service quality. This research aims to: (1) Describe each cooperative service quality attribute based on quality service performance and quality service expectations, (2) Discover the cooperative service quality satisfaction index to the members, (3) Understand the performance plotting position and the importance of each quality service attribute. The location of the research is determined using purposive sampling. Meanwhile, the number of the respondents, who are the cooperative members who work as stock farmers, was determined using the Slovin formula. The total number of the stock farmers sample are 68 people. The methods used are descriptive statistical analysis, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA).

The results showed that the overall service quality performance had reached the members expectations. Cooperative member satisfaction based on satisfaction index shows that they are satisfied with the cooperative service quality performance. The main priority in improving the quality of service performance in developing the cooperative is in the attribute of the cow milk sales outlets condition, and to determine the purchase price of cooperative milk so that it is able to benefit the members.

Keywords*: service quality, member satisfaction, customer satisfaction index, IPA Matrix.*