



## Intisari

Penelitian ini bertujuan untuk mengetahui (1) perkembangan kinerja keuangan dan (2) tingkat kepuasan anggota terhadap kualitas pelayanan Koperasi Tani Maju di Kabupaten Jepara. Penelitian ini menggunakan kuisioner yang disebar ke tiga puluh delapan responden, yaitu tiga puluh anggota koperasi dan delapan pengurus koperasi lalu digunakan transformasi pendekatan distribusi Z, uji validitas, dan uji reliabilitas. Perkembangan kinerja keuangan dapat diukur dengan analisis trend yang dilihat dari aspek likuiditas, aspek solvabilitas, dan aspek rentabilitas. Kualitas pelayanan diukur dengan analisis *Service Quality* yang bertujuan untuk mengetahui kesenjangan antara persepsi dan harapan anggota, *Importance Performance Analysis* untuk mengetahui penggolongan atribut kedalam empat kuadran berdasarkan tingkat kepentingan dan tingkat persepsi, dan *Customer Satisfaction Indeks* untuk mengetahui kepuasan anggota secara keseluruhan. Hasil penelitian menyatakan bahwa trend likuiditas, solvabilitas, dan rentabilitas cenderung menurun. Secara keseluruhan anggota merasa kurang puas terhadap kualitas pelayanan koperasi. Atribut dengan kesenjangan negatif terbesar adalah respon pengurus terhadap konsultasi individual anggota mengenai teknis usahatani tebu. Terdapat empat atribut prioritas utama yang harus ditingkatkan, delapan atribut yang harus dipertahankan, tujuh atribut prioritas rendah yang harus ditingkatkan, dan empat atribut yang sebaiknya dikurangi.

Kata kunci: kualitas pelayanan, koperasi, perkembangan kinerja keuangan.



### *Abstract*

*This research aims to determine (1) the development of financial performance and (2) the level of member satisfaction of service quality in Tani Maju Cooperative in Jepara. This research used a questionnaire that was distributed to thirty eight respondents, is thirty members of the cooperative and eight manager of cooperative and then used transformation test with Z distribution approach, validity test, and reliability test. The development of financial performance can be measured by analysis of trends seen from the aspect of liquidity, solvency aspects, and aspects of profitability. Quality of service is measured by the Quality Service analysis that aims to determine the gap between perception and expectations of members, Importance Performance Analysis to determine the classification of attributes into four quadrants based on the level of interest and the level of perception, and the Customer Satisfaction Index to determine the overall member satisfaction. The research states that the trend of liquidity, solvency, and profitability decreased. Overall the members felt less satisfied with the quality of service cooperatives. The largest negative gap of attributes is the cooperation manager's response to individual member consultation about technical aspect of cane farming. There are four main priority attributes that must be improved, eight attributes that must be maintained, seven low priority attributes that must be improved, and the four attributes that should be reduced.*

*Keywords: quality of service, cooperation, development of financial performance.*