

## THE EFFECT OF KNOWLEDGE ABOUT COOPERATIVES, COOPERATIVE MOTIVATION AND SERVICE QUALITY ON INTEREST TO BECOME KOPPONTREN MEMBERS

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### ABSTRACT

The purpose of this study was to determine the effect of knowledge about cooperatives, cooperative motivation and quality of service on interest in becoming a member of the Al Falah Koppontren. This study uses a quantitative method by processing primary data with a questionnaire given to students of the Al-Falah Islamic boarding school as many as 150 respondents, using a stratified random sampling technique. The data obtained were processed with IBM SPSS Statistics 23. The analysis used in this study was carried out using instrument tests, classical assumption tests, regression analysis and statistical tests. Based on the research results, it can be seen that cooperative knowledge, cooperative motivation and service quality have a significant positive effect on the intention to become a member of a cooperative.

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## 1. INTRODUCTION

One of the Islamic boarding school business institutions that can foster entrepreneurship, creativity and independence of students is cooperatives. Cooperative is a joint economic unit of people who have common interests which are taken care of and managed together according to the principle of kinship. [1]. Islamic boarding school cooperatives (koppontren) are cooperatives established in Islamic boarding schools to serve the needs of students. So, with the koppontren, students don't have to bother looking for their needs elsewhere because in the koppontren all their needs are fulfilled.

Today's Santri not only study religion, but also have competent and professional entrepreneurial skills to identify business opportunities. So that when mahasantri return to society, they are not only unemployed, but they have skills that can be developed. Students who graduate from university also acquire entrepreneurial skills by joining cooperative members, so that when they enter society they already have the skills to start a business.

The purpose of a cooperative is to improve the welfare of its members. So, in any country that allows cooperatives to grow in their country, the purpose of cooperatives must be implemented, namely the welfare of its members. [2]. In Law no. 25/1992 concerning Cooperatives Article 3 states that cooperatives aim to advance the welfare of members in particular and society in general, as well as participate in building a national economic order in the framework of creating an advanced, just and prosperous society based on Pancasila and the 1945 Constitution [3].

Koppontren Al-Falah is one of the cooperatives located at the Al-Falah Islamic boarding school which is located on Jl. Bima No. 2 Ngemplak, Dukuh, Sidomukti, Salatiga. Al-Falah Islamic boarding school was founded by Almaghfurlah KH. M Zoemri RWS with his wife Mrs. Nyai Hj. Lathifah in 1986. At first the number of Al-Falah students was small, but from year to year the number of students continued to increase and increase. Until now, the Al-Falah Islamic boarding school has a total of around 502 male and female students. As much as 70% of this number are students of IAIN Salatiga.

Al-Falah Islamic Boarding School is now starting to develop a business to produce students who are independent. In addition to religious training, students also receive training on entrepreneurship. Currently, the Al-Falah Islamic Boarding School has a Islamic Boarding School-Owned Business Entity (BUMP) which develops business at the Islamic boarding school such as the Islamic Boarding School Cooperative (Koppontren), laundry services, catfish farming and a library to broaden the students' horizons. from the general sciences.

Koppontren Al-Falah is one of the Boarding School Owned Enterprises (BUMP) which trains students to become entrepreneurs. Originally the Al-Falah Koppontren was founded in 2008, but because

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there was no one to take care of it, the Koppontren was vacuumed a year after its establishment until 2014. Then in 2015 it was re-established on the initiative and enthusiasm of the students to revive the cooperative, where capital comes from principal savings and member's voluntary savings.

Cooperative knowledge has an important role in cooperatives. When a cooperative member has little information about the cooperative, this can result in that person becoming a passive member of the cooperative's activities. In addition to cooperative information, service quality and cooperative motivation must be considered [4]. In cooperatives, members must be motivated to fulfill their rights and obligations. The progress of a cooperative is influenced by the number of members who are interested in becoming a member of the cooperative. The more active the members of the cooperative, the greater the opportunity for the cooperative to develop in a more advanced direction [4].

According to Kotler in Sumantri, service is any action or activity carried out by one party against another party which is essentially intangible and does not generate wealth, where service is the behavior of producers to satisfy consumer needs [5]. Good service quality can attract students to become cooperative members. There are five main dimensions in service quality, namely reliability, responsiveness, assurance, empathy, and tangibles [6].

From the explanation above there is a link between service quality, motivation to cooperate and knowledge about Islamic boarding school cooperatives towards the interest in becoming a member of a cooperative. Therefore, the authors want to conduct research with the aim of knowing the effect of Knowledge About Cooperatives, Cooperative Motivation and Quality of Service on Interests to Become Members of Cooperative Islamic Boarding Schools (Koppontren) (Study on Santri Students of Al-Falah Islamic Boarding School).

## 2. METHOD

The research method used in this research is a quantitative descriptive research. Quantitative research methods are ways to gain knowledge or solve problems that are encountered and are carried out carefully and systematically, and the data collected is in the form of a series or collection of numbers [7]. The place that became the object of research was the Salatiga Al-Falah Islamic Boarding School Cooperative. The population in this study were students from the 2016-2019 class who were members of the Al-Falah Koppontren, totaling 240 students.

The sampling technique in this study was using Stratified Random Sampling.) Stratified Random Sampling is this technique used when the population has members/elements that are not homogeneous and proportionally stratified [8].

To determine the sample size, you can use the slovin formula, which is as follows:

$$n = \frac{N}{1 + (Nxe^2)}$$

Based on this formula, the researcher will use an error rate of 5%. The following is the number of members of the Al-Falah Koppontren as many as 450 students as follows:

The number of student santri respondents is 240, and each year the percentage varies, because the sample method used is Stratified Random Sampling, the percentage for 2016 is 19%, 2017 is 19%, 2018 is 25%, and in 2019 is 37%.

$$n = \frac{N}{1 + (Nxe^2)} = \frac{240}{1 + (240 \times 0,05^2)} = \frac{240}{1,6} = 150 \text{ Santri}$$

$$\text{Angkatan 2016} = \frac{46}{240} \times 150 = 29$$

$$\text{Angkatan 2017} = \frac{45}{240} \times 150 = 28$$

$$\text{Angkatan 2018} = \frac{61}{240} \times 150 = 38$$

$$\text{Angkatan 2019} = \frac{88}{240} \times 150 = 55$$

So, from the sample calculation, the number of respondents was 150 students. With the distribution of 29 respondents for class 2016, 28 respondents for class 2017, 38 respondents for class 2018 and 55 respondents for class 2019.

### 3. RESULT AND DISCUSSION

#### Validity test

The validity of the analysis indicators used is df (degree of freedom) with the formula  $df = n - k$ , where n is the number of samples and k is the number of independent variable [8]. So  $df = 150 - 3 = 147$  with an alpha of 5%, it produces an r table of 0.161. So the questions are said to be valid if r count > r table. To test whether each indicator is valid or not, you can see the table below:

Table 1. Validity Test Results

Variable		Rhitung	Rtabel	Information
<b>Knowledge of cooperatives (X1)</b>	X1.1	0,777**	0,161	Valid
	X1.2	0,749**		Valid
	X1.3	0,777**		Valid
	X1.4	0,749**		Valid
	X1.5	0,358**		Valid
	X1.6	0,471**		Valid
	X1.7	0,317**		Valid
<b>Cooperative motivation (X2)</b>	X2.1	0,839**	0,161	Valid
	X2.2	0,816**		Valid
	X2.3	0,774**		Valid
<b>Service quality (X3)</b>	X3.1	0,615**	0,161	Valid
	X3.2	0,733**		Valid
	X3.3	0,660**		Valid
	X3.4	0,723**		Valid
	X3.5	0,598**		Valid
	X3.6	0,460**		Valid
	X3.7	0,319**		Valid
	X3.8	0,289**		Valid
<b>Interested in becoming a member (Y)</b>	Y1.1	0,684**	0,161	Valid
	Y1.2	0,707**		Valid
	Y1.3	0,652**		Valid
	Y1.4	0,554**		Valid
	Y1.5	0,509**		Valid

Based on table 1, it can be seen that all the questions used in the questionnaire are declared valid, so that no question items are deleted and all items are used in the entire testing model.

#### Reliability Test

The reliability test is a measure of the stability and consistency of the respondent in answering questions related to the question constructs which are the dimensions of a variable and are arranged in a questionnaire form. [9]. The reliability test can be carried out simultaneously on all questions. A construct or variable is said to be reliable if the Alpha value is > 0.60.

Table 2. Reliability Test Results

No	Variable	Cronbach Alpha(a)	Information
1.	Knowledge of Cooperative (X1)	0,715	Reliabel
2.	Cooperative of motivation (X2)	0,737	Reliabel
3.	Service Quality (X3)	0,675	Reliabel
4.	Intention (Y)	0,606	Reliabel

From table 2 it can be concluded that the instruments in this study can be said to be reliable because Cronbach Alpha > 0.60.

#### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to find out whether the existing variables have a relationship and what form the relationship takes. To find out how the linear relationship that occurs between the variables, it is necessary to know the equation of the regression line. The regression equation can be made based on the following table:

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Table 3. Multiple Linear Regression Analysis  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,792	1,720		,460	,646
	Knowledge of cooperative (X1)	,085	,042	,122	2,005	,047
	motivation to cooperate (X2)	,245	,083	,185	2,940	,004
	Service Quality (X3)	,425	,045	,598	9,517	,000

a. Dependent Variable: Interested in becoming a member

Based on the table above, the regression equation can be obtained as follows:

$$Y = 0,792 + 0,085 X1 + 0,245 X2 + 0,425 X3$$

### Hypotesis Test T test

Table 4. t test result  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,792	1,720		,460	,646
	knowledge of cooperatives (X1)	,085	,042	,122	2,005	,047
	motivation to cooperate (X2)	,245	,083	,185	2,940	,004
	Service Quality (X3)	,425	,045	,598	9,517	,000

a. Dependent Variable: Interested in becoming a member

Based on table 4 it can be concluded that the value of T count, knowledge of cooperatives, motivation to cooperate and quality of service > t table 1.65536. So it can be concluded that all of them have a positive and significant effect on the interest in becoming a cooperative member.

### F test

Table 5. F test result  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	373,762	3	124,587	43,937	,000 <sup>b</sup>
	Residual	413,998	146	2,836		
	Total	787,760	149			

a. Dependent Variable: Minat menjadi anggota

b. Predictors: (Constant), Quality of service, knowledge of cooperatives, motivation to cooperate

Based on table 5 it shows that F count > F table 43.937 > 2.67 and a significance of 0.000 is much smaller than 0.05. This shows that the independent variables, namely knowledge about cooperatives, cooperative motivation and quality of service together have a significant positive effect on interest in becoming a member.

### Coefficient Determinant (R<sup>2</sup>)

Table 5. Coefficient Determinatn test result  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,689 <sup>a</sup>	,474	,464	1,68393

a. Predictors: (Constant), Quality of service, knowledge of cooperatives, motivation to cooperate

Table 5 shows the value of the coefficient of determination (Adjusted R Square) of 46.4%. So it can be concluded that the contribution of the independent variables affects the dependent variable by 46.4%, while the remaining 53.6% is influenced by other variables outside the study.

#### 4. CONCLUSION

Based on the results of the research that has been carried out through the stages of data collection, data processing and data analysis regarding the influence of knowledge about cooperatives, cooperative motivation and service quality on the interest in becoming members of Islamic boarding school cooperatives (Koppontren) it can be concluded as follows: Variable knowledge of cooperatives (X1) significant positive effect on interest in becoming a member (Y). Cooperative motivation variable (X2) has a significant positive effect on interest in becoming a member (Y). Service quality variable (X3) has a significant positive effect on interest in becoming a member (Y). Simultaneously or jointly knowledge of cooperatives, cooperative motivation and quality of service influence interest in becoming a member. This is proven in the f test with the acquisition of a significance value of  $0.000 < 0.05$ .

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