

PENGARUH PENDIDIKAN PERKOPERASIAN ANGGOTA, LOYALITAS ANGGOTA DAN PENGALAMAN PENGURUS TERHADAP KEBERHASILAN USAHA (KASUS PADA KOPERASI KARYAWAN PT. UNILEVER, TBK.)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pendidikan perkoperasian anggota, loyalitas anggota dan pengalaman pengurus terhadap keberhasilan usaha koperasi Unilever yang berlokasi di *head office* PT. Unilever, Tbk. Keberhasilan usaha koperasi dapat dipengaruhi oleh beberapa faktor antara lain menurut Yuliana (2006) adalah pelayanan, pendidikan perkoperasian anggota, dan kreativitas pengurus koperasi. Selain itu Rinawati (2007) menambahkan bahwa pengalaman pengurus ikut mempengaruhi keberhasilan usaha koperasi. Ditambah lagi, dengan Setiaji (2009) yang menambahkan bahwa loyalitas anggota juga mempengaruhi keberhasilan koperasi. Sampel dalam penelitian ini sebanyak 100 karyawan yang menjadi anggota dari koperasi karyawan Unilever. Untuk memenuhi standar penelitian yang baik, dilakukan uji realibilitas dan validitas terhadap data yang diperoleh. Kemudian hasil yang diperoleh adalah pendidikan perkoperasian anggota memiliki pengaruh positif dan signifikan terhadap keberhasilan usaha KKUI. Loyalitas anggota memiliki pengaruh positif dan signifikan terhadap keberhasilan usaha KKUI, sedangkan pengalaman pengurus memiliki pengaruh positif dan signifikan terhadap keberhasilan usaha KKUI. Selain itu, ketiga variabel memiliki pengaruh positif dan signifikan sebesar 83.8% terhadap keberhasilan usaha koperasi karyawan Unilever Indonesia.

Kata Kunci : Pendidikan, Loyalitas, Pengalaman Pengurus, dan Keberhasilan Usaha Koperasi

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The Impact of Member Cooperation Education, Member Loyalty, and Board Experience towards Cooperation Success (Case at Employee Cooperation of PT. Unilever, Tbk.)

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ABSTRACT

The purpose of this research is to acknowledge the impact of member cooperation education, member loyalty, and board experience towards employee cooperation success of Unilever Indonesia which is located at head office building of PT. Unilever, Tbk. According to Yuliana (2006), Employee cooperation success can be affected from some factors which are service, member cooperation education and also the creativity of the board. Besides, Rinawati (2007) also said that board experience also affects the cooperation success. Moreover, Setiaji (2009) said that member loyalty also affects the cooperation success. This research sample is 100 employees which are the member of employee cooperation at Unilever Indonesia. In order to meet the research standard, the researcher has already did the reliability test and validity test to the available data. Then, the result has been analyzed by double linier regression analysis with 3 predictors which produces the result that member cooperation education has a positive and significant effect on cooperation success. Member loyalty has a positive and significant effect on cooperation success, and the board experience has a positive and significant effect on cooperation success. Besides, three of variables which are member cooperation education, member loyalty, and board experience have a simultaneously positive and significant effect on employee cooperation success of Unilever Indonesia.

Keyword : Education, Loyalty, Board Experience, and Cooperation Success