

ABSTRAK

AHMAD ARINA SYUKRON “*Analisis Kualitas Pelayanan, Citra, Dan Kepuasan Terhadap Loyalitas Anggota Koperasi Karyawan Kementerian Kehutanan (Kopkarhutan).*” Program Studi Pendidikan Ekonomi, Konsentrasi Pendidikan Ekonomi Koperasi, Fakultas Ekonomi, Universitas Negeri Jakarta. 2019.

Penelitian ini bertujuan untuk mendeskripsikan kualitas pelayanan, citra koperasi, kepuasan anggota terhadap loyalitas anggota Koperasi Karyawan Kementerian Kehutanan (Kopkarhutan). Metode yang digunakan dalam penelitian ini adalah ex post facto dengan pendekatan kausal yang menggunakan data primer. Seluruh varibel dalam penelitian ini menggunakan data primer yang dilakukan dengan angket kuesioner. Pengambilan sampel menggunakan teknik *Purposive Sampling* sebanyak 100 anggota. Penelitian ini menggunakan analisis jalur. Hasil analisis jalur menunjukkan bahwa: (a) pengaruh langsung kualitas pelayanan terhadap kepuasan anggota sebesar 48,6%, (b) pengaruh langsung antara citra terhadap kepuasan anggota sebesar 49,2%, (c) pengaruh langsung antara kualitas pelayanan terhadap loyalitas anggota sebesar 51,7%, (d) pengaruh langsung antara citra koperasi terhadap loyalitas anggota sebesar 46,4%, (e) pengaruh langsung antara kepuasan anggota terhadap loyalitas anggota sebesar 48,3%, (f) terdapat pengaruh tidak langsung antara kualitas pelayanan terhadap loyalitas anggota melalui kepuasan anggota, (g) dan pengaruh tidak langsung antara citra koperasi terhadap loyalitas anggota melalui kepuasan anggota.

ABSTRACT

AHMAD ARINA SYUKRON "*Analysis of Service Quality, Image, and Satisfaction with Loyalty of Members Employees Cooperative Ministry of Forestry (Kopkarhutan).*" *Economic Education Study Program, Concentration of Cooperative Economic Education, Faculty of Economics, State University of Jakarta.* 2019.

This study aims to describe service quality, cooperative image, member satisfaction with the loyalty of members Employee Cooperative Ministry of Forestry (Kopkarhutan). The method used in this study is exposit facto with a causal approach that uses primary data. All variables in this study used primary data conducted by questionnaire questionnaire. Sampling uses a 100 member Purposive Sampling technique. This study uses path analysis. The results of path analysis show that: (a) the direct effect of service quality on member satisfaction is 48.6%, (b) the direct effect of image on member satisfaction is 49.2%, (c) the direct effect of service quality on member loyalty is 51.7%, (d) the direct effect of cooperative image on member loyalty by 46.4%, (e) the direct effect of member satisfaction on member loyalty by 48.3%, (f) there is an indirect influence between the quality of service to member loyalty through member satisfaction, (g) and indirect influence between cooperative image on member loyalty through member satisfaction.