

ABSTRAK

MUTIA SARI. *Pengaruh Kualitas Pelayanan dan Efektivitas Komunikasi Interpersonal Terhadap Partisipasi Anggota Koperasi Pegawai Kantor Kementerian Agama Jakarta Selatan*. Konsentrasi Pendidikan Ekonomi Koperasi, Program Studi Pendidikan Ekonomi, Jurusan Ekonomi dan Administrasi, Fakultas Ekonomi, Universitas Negeri Jakarta, 2016.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan efektivitas komunikasi interpersonal terhadap partisipasi anggota pada Koperasi Pegawai Kementerian Agama Jakarta Selatan. Penelitian ini menggunakan *ex post facto* dengan pendekatan korelasional. Pengamatan terhadap Koperasi Pegawai Kementerian Agama Jakarta Selatan dilakukan melalui sensus. Pengumpulan data menggunakan teknik wawancara dan kuesioner. Teknik analisis data yang digunakan adalah uji asumsi klasik, analisis regresi berganda dan uji hipotesis. Berdasarkan hasil analisis data menunjukkan terdapat pengaruh positif kualitas pelayanan terhadap partisipasi anggota dengan hasil $t_{hitung} (9,685) > t_{tabel} (1,974)$, terdapat pengaruh positif efektivitas komunikasi interpersonal terhadap partisipasi anggota dengan hasil $t_{hitung} (5,707) > t_{tabel} (1,974)$, dan terdapat pengaruh positif antara kualitas pelayanan dan efektivitas komunikasi interpersonal dengan hasil $F_{hitung} (83,972) > F_{tabel} (3,051)$. variasi pengaruh dari kedua variabel bebas dapat diketahui berdasarkan nilai R^2 sebesar 0,506. Sehingga 50,6% variasi partisipasi anggota koperasi dipengaruhi oleh kualitas pelayanan dan efektivitas komunikasi interpersonal, dan sisanya dipengaruhi oleh faktor lain di luar model penelitian. Keeratan hubungan secara simultan antara variabel kualitas pelayanan, efektivitas komunikasi interpersonal, dan partisipasi anggota adalah kuat sebesar 0,711.

Kata Kunci: *kualitas pelayanan, efektivitas komunikasi interpersonal, partisipasi anggota.*

ABSTRACT

MUTIA SARI. *The Influence of Service Quality and Effectiveness of Interpersonal Communication on Member Participation in Employee Cooperative of Ministry of Religious Affairs South Jakarta. Concentration of Cooperative Economics Education, Study Program of Economics Education, Department of Economics and Administration, Faculty of Economics, State University of Jakarta, 2016.*

This research aims to determine influence the service quality and effectiveness of interpersonal communication on member participation in Employee Cooperative of Ministry of Religious Affairs South Jakarta. The research used ex post facto method with correlational approach. The observation in Employee Cooperative of Ministry of Religious Affairs South Jakarta used census technique. Data recording, interview and questionnaire are research technique. This research used the classic assumption test, multiple regression analysis and hypothesis test. Based on the results showed positive effect of service quality on member participation with $t_{count} (9,685) > t_{table} (1,974)$, positive effect of effectiveness of interpersonal communication on member participation with $t_{count} (5,707) > t_{table} (1,974)$ and positive effect of service quality and effectiveness of interpersonal communication on member participation with $F_{count} (83,972) > F_{table} (3,051)$. Influence variations of two independent variables can be determined based on the R^2 with value of 0,506. Thus, 50,6% variation in member participation was affected by the service quality and effectiveness of interpersonal communication and remaining were influenced by other factors outside the research model. Simultaneously, the strength of the relation between the variable of service quality, effectiveness of interpersonal communication, member participation was strong, amounting for 0,711.

Keywords: service quality, effectiveness of interpersonal communication, member participation