
THE EFFECT OF MANAGEMENT PERFORMANCE ON THE SATISFACTION OF MEMBERS OF THE SHARI'AH PERAMBABULAN AL QOMARIYAH COOPERATIVE

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Abstract

The presence of sharia cooperatives provides many opportunities for the community in running their business or business. Sharia cooperatives are able to improve the welfare of people who run their businesses or businesses. Sharia cooperatives can also improve the wheels of a country's economy. Member satisfaction with services is influenced by the performance of the management, satisfaction is achieved when the services received are in accordance with expectations. However, the large number of cooperative members tends not to be able to meet the expectations of all members. This study aims to determine the performance of the management on the satisfaction of members of the Syari'ah Perambabulan Al Qomariyah Cooperative in Babadan Village, Gunung Jati District, Cirebon Regency. The study was conducted from November 2022 to January 2023. The research design used was quantitative descriptive with data collection through interviews with instruments. The respondents were members of the 50-member Al Qomariyah Sharia Perambabulan Cooperative. Data analysis uses descriptive analysis and simple linear regression. The results showed that descriptively the level of management performance was at a satisfactory level by meeting the elements of tangible, reability, responsiveness, assurance and empathy percentage of 75%. Meanwhile, the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative is at a very satisfactory level with a percentage of 84%. The performance of the management affects the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative with the value of the coefficient of determination having a proportion of 19.5%. The simple linear regression equation is $Y = 39.811 + 0.242X + e$, meaning that it has a constant of 39.811 and a coefficient of 0.242 which states that every 1% increase in performance can increase satisfaction by 0.242.

Keywords: management performance; satisfaction; cooperative

INTRODUCTION

In Indonesia, not only Islamic banking is known, but there are also sharia cooperatives. Sharia cooperatives are business activities engaged in savings, financing, and investment based on the application of a profit sharing system (sharia). The existence of sharia cooperatives aims to advance the welfare of its members and the wider community and help shape the Indonesian economy based on the application of the values taught by Islam (A. R. Setiawan, 2020). According to Nurani & Mukhibad, (2018), the functions of sharia cooperatives, among others; (1) help develop and realize the national

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economic system by prioritizing the people's economy and family principles, (2) help build the expertise of members and the wider community to be more prosperous in their socio-economic conditions, (3) develop the quality of resources of the members involved so that they can be more consequential, consistent, trustful, professional when implementing Islamic sharia values, (4) open job opportunities, (5) As a liaison between two parties, namely providers funds and those who use funds, so that the borrowed funds can be more optimally utilized, and (6) strengthen cooperative members to be more solid in working together in an effort to control cooperative operations (Sofiyah et al., 2018.).

One of the cooperative associations is Koperasi Syari'ah Perambabulan Al Qomariyah (Primer Koperasi Produsen Tahu Tempe Indonesia). Koperasi Syari'ah Perambabulan Al Qomariyah is a forum to gather and drive creativity by optimizing economic potential. human life and society, strengthening the economy of members by realizing welfare and realizing broad economic impact in an advanced, just and prosperous manner.

Members of the Shari'ah Perambabulan Al Qomariyah Cooperative have the advantage of being assisted in operation and distribution. Koperasi Syari'ah Perambabulan Al Qomariyah provides loan funds for MSME activities, so that it can meet the costs of various needs. Moreover

The specific purpose of this study is to determine the effect of management performance on the satisfaction of members of the Syari'ah Perambabulan Al Qomariyah Cooperative in Babadan Village, Gunung Jati District, Cirebon Regency.

RESEARCH METHODS

This research was conducted at the Shari'ah Perambabulan Al Qomariyah Cooperative, Babadan Village, Gunung Jati District, Cirebon Regency. The study was conducted from November 2022 to January 2023. This study used a descriptive quantitative design. Juliandi & Manurung (2014) stated that quantitative research design can be interpreted as a research method based on the philosophy of positivism. Descriptive definition according to is a method that serves to describe or describe the object under study through data or samples that have been collected as they are, without conducting analysis and making generally accepted conclusions. Survey research is an information collection technique carried out by compiling a list of questions asked to respondents (Unaradjan, 2019).

The sampling technique used in this study is accidental sampling is a sampling technique based on chance, namely anyone who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to meet is suitable as a source of data (Arikunto, 2013). In accidental sampling, respondents will be selected to date at the Cooperative office who can be interviewed to obtain data. The number of samples was 50 respondents.

According to Juliandi & Manurung, (2014), data collection is a systematic and standard procedure to obtain the necessary data, data collection is a process of procuring primary data for research purposes.

According to Surakhmad, (2012), a data source is "a data source that directly provides data to data collection". The data sources used in this study are primary data and secondary data.

Descriptive statistics are statistics used to analyze data by describing or describe data without intending to make conclusions (Unaradjan, 2019). The descriptive analysis method was used to analyze data regarding performance variables and satisfaction variables of members of the Shari'ah Perambabulan Al Qomariyah Cooperative. The formula used to describe the value of the variable is as follows;

$$\% = \frac{x}{N} \times 100\%$$

Information:

n= Number of respondents' answer scores N = Number of all ideal scores

%=Success Rate achieved

Simple Linear Regression is a statistical method that functions to test the extent of the causal relationship between the Cause Variable (X) and the Effect Variable (Y). Simple Linear Regression is also one of Table 2. Performance Variables A statistical method used in production to forecast or predict quality and quantity characteristics.

This analysis is used to test how the influence of the independent variable (X) on the dependent variable (Y) which is included as follows

$$Y = a + bX$$

Information:

y = dependent variable a = part of the constant

b = Regression Direction Coefficient x = Independent Variable

RESULT AND DISCUSSION

Table 1 Descriptive Analysis Results

No	Performance (variabel X)	Criterion	F	%	Mean
1	a. Tangible	Very satisfied	5	19,2	
2	b. Reability	Satisfied	10	38,5	
3	c. Responsivieness	Quite Satisfied	11	42,3	67
4	d. Assurance	Less Satisfied	0	0	
5	e. Emphaty	Not Satisfied	0	0	
Sum			26		

The Performance variable has a Mean value (average) of 67% which is included in the high category. This is that the performance of employees provided by the Al Qomariyah Syari'ah Perambabulan Cooperative has been good, such as Tangibel (physical evidence), Reability (reliability), Responsiveness (responsiveness), Assurance (assurance), and Emphaty (attention) given to members then the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative increases When viewed based on scale, the performance position can be depicted in Figure 1 below :

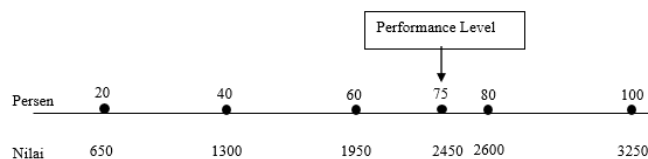


Figure 1. Performance Level

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Mustikarini et al., (2014), income that physical appearance is something that can be satisfying goals, where physical appearance is an important aspect because the assessment can be seen. In addition, Purnomo et al., (2015) argues that physical displays have the appeal of features and ease of access to achieve them.

Punctuality in doing tasks is a characteristic of committed and professional employees (Dharmawati & Suryaningsih, 2018). Employees always do a good job, so that the purpose of the work can be carried out properly. Torres et al., (2015) argues that the level of professionalism in performing the duties performed by employees is the basis for forming good quality services. The services provided always prioritize the interests of beneficiaries without distinguishing from each other (Algifari & Junardi, 2019). Cooperative members as beneficiaries have the same rights and obligations in one applicable cooperative organization rule (Baswir, 2012).

The level of effectiveness and efficiency of the work done by employees of a cooperative institution can be seen from the achievement of good service (Meliana et al., 2013). The services provided by employees can be satisfactory if the information provided is in accordance with the needs of beneficiaries such as product profiles and program information (Kharisma & Widomurti, 2018). Cooperative members generally need information related to cooperative policies, so that members can know their things and obligations as members (Sitio, 2001). It also encourages members to know the benefits of being a member of a cooperative.

In line with Algifari & Junardi, (2019) that service providers must be accompanied by a friendly attitude, this is to build positive reactions given from service recipients. A friendly attitude is a character that must be possessed by someone to get a positive assessment from others (Makmun, 2016). Good service with friendly implementation can increase the trust of service recipients (Meliana et al., 2013). Trust that is owned generally can form good loyalty, so that a mechanism of mutually beneficial relationships will occur in an organization or institution

The desire of cooperative members has standards that aim to increase their satisfaction in receiving services received (Artra, 2017). Cooperative members have diverse desires, so that the role of cooperative functions based on kinship can accommodate various members' interests in the same mechanism (Sitepu & Hasyim, 2018). The way taken to accommodate the interests of cooperative members is often done through feedback so as to describe what cooperative members feel (T. Setiawan et al., 2020).

Table 3. Satisfaction Variables

No	Satisfaction (variable Y)	Criterion	F	%	Mean
		Very satisfied	9	34,6	
a.	Match expectations	Satisfied	14	53,8	
b.	Revisit	Quite Satisfied	2	7,7	75,0
c.	Willingness of recommendations	Less Satisfied	1	3,8	
		Not Satisfied	0	0,0	

Sum	26	100
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The satisfaction variable has a Mean value (average) of 75.0% which is included in the high category. This shows that members of the Shari'ah Perambabulan Al Qomariyah Cooperative Already satisfied with the performance of cooperative employees. When viewed based on the scale, the position of satisfaction can be illustrated in Figure 2 below

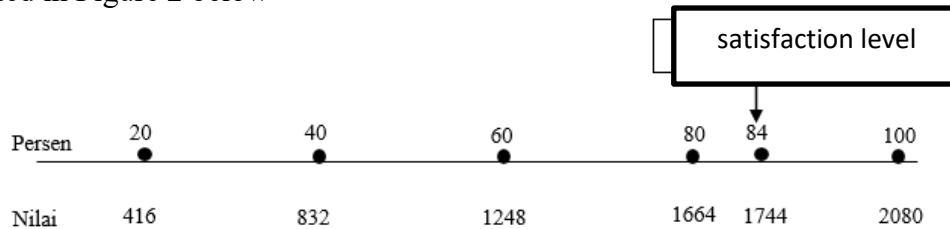


Figure 2. Satisfaction Level

According to Mustikarini et al., (2014), products issued by an institution have the aim of optimizing service recipients. Products that can satisfy service recipients are products that are problem *solving* (Müller et al., 2019). Products issued by cooperatives can benefit the welfare of cooperative members, both socially and economically (Sitepu & Hasyim, 2018). Cooperative products are delivered well by employees so that members can feel satisfied with the services provided (Gofur, 2019).

According to Kasdi, (2019), a person's need for services can be seen from their dependence on service providers. Then, feelings of satisfaction encourage someone to return because a loyal attitude is formed to a product and service (Mustikarini et al., 2014). Cooperative members act as parties who are entitled to receive good services, after which members are obliged to contribute to the development of the cooperative (Baswir, 2012).

The satisfaction received by someone encourages to recommend similar things to others (Mustikarini et al., 2014). This happens due to loyalty (Mustikarini et al., 2014). Cooperative members feel satisfied when what is needed can be fulfilled by the cooperative in the capital aspect and marketing aspect (Sitepu & Hasyim, 2018). The welfare aspect can motivate new members to join (Sitio, 2001).

Table 3. Results Of Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	39.811	8.603			4.627	.000
Kinerja	.242	.100	.441		2.410	.024

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a. Dependent Variable: Kepuasan

Based on Table 4 shows the regression equation $Y = 39.811 + 0.242X + e$. constant value of 39.811 which means its permanence and coefficient of 0.242 so that every increase in performance variables by one percent, the member satisfaction value will increase by 0.242 percent

Table 4 Model Summary^b

Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.441 ^a	.195	.161	9.617

a. Predictors: (Constant), Kinerja

b. Dependent Variable: Kepuasan

The performance of individual administrators affects member satisfaction only by 19.5%, while most others are influenced by other factors including: cooperative profile, cooperative legality, cooperative activities, cooperative management, products or programs and benefits obtained and self-motivation.

According to Mulyadi et al., (2021), self-motivation can shape a person to become a member of a cooperative body. Furthermore, according to Sitepu & Hasyim, (2018), a person before joining a cooperative body usually looks first at the business profile of the institution, its legality, empowerment activities, management, products, and socio-economic changes of members who have joined. Most people tend to prefer cooperatives that provide easy loan funds (Baswir, 2012).

Savings and loan cooperatives provide credit to customers, so they are considered to help members' needs to meet Table 6. Test the hypothesis his needs (Muliady, 2021). In addition, cooperatives also provide savings services, both consisting of compulsory deposits and voluntary deposits. So this encourages members to have savings that can be used when members need funds (Mustikarini et al., 2014).

Hypothesis Test

The hypothesis is a temporary answer that is conjectural so it needs to be continued at the testing stage, so that this hypothesis test or influence test serves to find out whether the regression coefficient is significant or not, as for the research hypothesis, namely: H0: allegedly there is no influence between the performance of the management (X) on satisfaction of members of Koperasi Syari'ah Perambabulan Al Qomariyah (Y)

H1: allegedly there is an influence between the performance of the board (X) on the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative (Y)

Table 5 members of the Shari'ah Perambabulan Al Qomariyah Cooperative

Model Squares	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	537.093	1	537.093	5.807	.024 ^b
Residual	2219.869	24	92.495		
Total	2756.962	25			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Kinerja

Table 6 shows a significance value of 0.024, this value is smaller than the significance level of 0.050, thus meaning that there is an influence between management

performance variables on the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative. Testing of the hypothesis carried out is to accept H1 and reject H0.

The accepted hypothesis is H1 so that it indicates the influence between the independent variable and the dependent variable, such conditions encourage efforts to improve the performance of the management in improving services to satisfy members of the Shari'ah Perambabulan Al Qomariyah Cooperative. The performance of the board can be an important factor in shaping the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative.

in line with the opinion of Sitepu & Hasyim, (2018) the development of cooperatives is getting bigger with the increasing number of members every year, this is due to the benefits obtained if you become a member of the cooperative. The increase in the number of new members mostly comes from the role of members who promote the institution to those around them (Zulfikar & Mikhriani, 2017). This happens because they feel satisfied as members of the cooperative with various service mechanisms received (Wijianto, 2008). Satisfaction can form loyalty to service recipients (Mustikarini et al., 2014).

The performance given by the management can affect the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative. Generally this performance is based on the needs of the members of the rational and emotional point of view, thus encouraging administrators to fulfill these expectations (Sitio, 2001). Before joining the Koperasi Syari'ah Perambabulan Al Qomariyah, members tend to consider what benefits they will get when joining.

Performance is the achievement of the work of a person or organizational institution in accordance with the authority and responsibility of each work task (Prawirosentono, 1999). Generally, performance is assessed based on a certain period to be evaluated (Rivai & Basri, 2005). Good performance can be based on the motivation of the implementer, so that it can affect the level of one's practice to be moved to do something by achieving certain goal results (Adam et al., 2020)

The performance of the board indicates the continuity and sustainability of the cooperative organization (Mustikarini et al., 2014). The management is tasked with providing service facilities to cooperative members, member satisfaction shows the quality of management performance (Sitepu & Hasyim, 2018). Cooperative members have the same rights and obligations in various aspects, this indicates that the organization applies equality between members (Baswir, 2012).

CONCLUSSION

Based on the discussion, it resulted in a conclusion, namely: the performance of the management affects the satisfaction of members of the Shari'ah Perambabulan Al Qomariyah Cooperative. The performance given by the management meets the elements of tangible, reability, responsiveness, assurance and empathy. This is due to good

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organizational management with professional resources in carrying out work duties and functions in the organization

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