

ABSTRACT

Ismi Iрпианти Pratami, 2023. Factors Influencing Member Participation in the Tawekal Savings and Loans Cooperative Rajapolah Sub-district Tasikmalaya Regency (Survey of Members of the Tawekal Savings and Loans Cooperative). Department of Economic Education, Faculty of Teacher Training and Education. Under the guidance of Dr. H. Yoni Hermawan, M.Pd. and Astri Srigustini, M.Pd.

This study aims to determine the factors that can influence member participation in the Tawekal Savings and Loans Cooperative. The research method used is a survey method with a quantitative approach. The population in this study were all members of the Tawekal Savings and Loans Cooperative, totaling 321 members. The sampling technique used simple random sampling technique so that a sample of 76 people was obtained. Data collection techniques in this study used questionnaires with multiple linear analysis techniques. The results of the study show that there is a positive and significant influence on cooperative education, cooperative services, cooperative motivation, member satisfaction, the level of member trust, and the business environment on the participation of members of the Tawekal Savings and Loans Cooperative, either partially or simultaneously. The coefficient of determination (R^2) of 0.725 means that 72.5% participation of KSP Tawekal members is influenced by cooperative education, cooperative services, cooperative motivation, member satisfaction, member trust levels, and the business environment. The effective contribution of cooperative education variables is 7,3%, cooperative services are 9,7%, cooperative motivation is 29,7%, member satisfaction is 4,7%, member trust level is 12,2%, and business environment is 8,9% on the participation of KSP Tawekal members.

Keywords: *Cooperative Education, Cooperative Services, Cooperative Motivation, Member Satisfaction, Member Confidence Level, Business Environment, Member Participation.*