

**PENGARUH PROGRAM, MANAJEMEN, DAN ANGGOTA TERHADAP
EFEKTIVITAS PARTISIPASI PADA ANGGOTA KOPERASI
SE-KECAMATAN BUSUNGBIU**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh program, manajemen, dan anggota terhadap efektivitas partisipasi pada anggota koperasi se-Kecamatan Busungbiu. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal. Data penelitian diperoleh melalui penyebaran kuesioner kepada 224 responden yang ditentukan dari populasi 511 anggota koperasi menggunakan rumus Slovin dengan teknik *proportional random sampling*. Hasil penelitian menunjukkan bahwa 1) program berpengaruh terhadap efektivitas partisipasi, 2) manajemen berpengaruh terhadap efektivitas partisipasi, 3) anggota berpengaruh terhadap efektivitas partisipasi, dan 4) program, manajemen, dan anggota berpengaruh terhadap efektivitas partisipasi. Nilai koefisien determinasi menunjukkan bahwa sebesar 80% efektivitas partisipasi dipengaruhi oleh ketiga variabel tersebut, sedangkan 20% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil tersebut, disarankan agar koperasi meningkatkan kualitas dan kesesuaian program, memperkuat pengelolaan manajemen, serta mendorong kesadaran dan keterlibatan anggota guna meningkatkan efektivitas partisipasi secara berkelanjutan.

Kata-kata kunci: program, manajemen, anggota, efektivitas partisipasi, koperasi.

***THE INFLUENCE OF PROGRAMS, MANAGEMENT, AND MEMBERS ON
THE EFFECTIVENESS OF PARTICIPATION AMONG COOPERATIVE
MEMBERS IN BUSUNGBIU DISTRICT***

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ABSTRACT

This study aims to determine the influence of programs, management, and members on the effectiveness of participation among cooperative members in Busungbiu District. This research employed a quantitative approach with a causal design. Data were collected through questionnaires distributed to 224 respondents, determined from a population of 511 cooperative members using the Slovin formula with a proportional random sampling technique. The results indicate that: 1) programs have a significant influence on the effectiveness of participation, 2) management has a significant influence on the effectiveness of participation, 3) members have a significant influence on the effectiveness of participation, and 4) programs, management, and members simultaneously have a significant influence on the effectiveness of participation. The coefficient of determination (R^2) shows that 80% of the effectiveness of participation is influenced by these three variables, while the remaining 20% is influenced by factors outside the scope of this study. Based on these findings, it is recommended that cooperatives improve the quality and relevance of their programs, strengthen management practices, and encourage member awareness and engagement to enhance the effectiveness of participation sustainably.

Keywords: *programs, management, members, effectiveness of participation, cooperatives.*