

**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, WORK PERFORMANCE, COOPERATIVE MOTIVATION AND COOPERATIVE KNOWLEDGE ON COOPERATIVE SUCCESS MEDIATED BY MEMBER PARTICIPATION OF THE REPUBLIC OF INDONESIA (KPRI) EMPLOYEE COOPERATION "LESTARI" TIKUNG DISTRICT (METHODS (SEM) STRUCTURAL EQUATION MODELING – (PLS) PARTIAL LEAST SQUARE)**

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**ABSTRACT**

*Human resources are essentially one of the assets that play an important role in achieving company goals, one of which is cooperatives. Every cooperative if you want to develop properly. Therefore, cooperative knowledge possessed by members of the cooperative will determine the success of the cooperative.*

*Researchers used a type of quantitative approach, a sample of 175 based on non-probability sampling techniques with saturated samples, with SEM analysis using the Smart application. PLS version 3.0. By testing the Outer Model, Inner Model Test, Mediation Test and Hypothesis Test.*

*The results of the Validity test stated that the Loading Factor number of more than 0.7 and the AVE number of more than 0.5 was declared valid, in the Reliability test the Composite Reliability value and Cronbach's Alpha above 0.7 were declared strong.*

*The conclusion obtained is that the variables Service Quality (X1), Work Performance (X2), Cooperative Motivation (X3), Cooperative Knowledge (X4) have a positive and significant effect on Cooperative Success (Y) mediated by member participations (Z). In the mediation test, the variables Service Quality (X1), Work Performance (X2), Cooperative Motivation (X3), Cooperative Knowledge (X4) on Cooperative Success (Y) mediated by member participations (Z) are said to be partial mediation.*

*Keywords: Service Quality, Work Performance, Cooperative Motivation, Cooperative Knowledge, Cooperative Success, Member Participations, SEM PLS.*

**ANALISIS PENGARUH *SERVICE QUALITY*, *WORK PERFORMANCE*,  
*COOPERATIVE MOTIVATION* DAN *COOPERATIVE KNOWLEDGE*  
TERHADAP *COOPERATIVE SUCCESS* DIMEDIASI *MEMBER  
PARTICIPATION* KOPERASI PEGAWAI REPUBLIK INDONESIA  
(KPRI) “LESTARI” KECAMATAN TIKUNG (METODE (SEM)  
*STRUCTURAL EQUATION MODELING – (PLS) PARTIAL LEAST  
SQUARE*)**

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**RINGKASAN**

Sumber daya manusia pada hakekatnya merupakan salah satu modal yang berperan penting dalam mencapai tujuan perusahaan, salah satunya koperasi. Setiap koperasi jika ingin berkembang dengan baik. Oleh karena itu, pengetahuan perkoperasian yang dimiliki oleh anggota koperasi akan menentukan pada keberhasilan koperasi.

Peneliti menggunakan jenis pendekatan Kuantitatif, sampel sebanyak 175 berdasarkan teknik *non-probability* sampling dengan sampel jenuh, dengan analisis SEM memanfaatkan aplikasi *Smart. PLS versi 3.0*. Dengan pengujian Outer Model, Uji Inner Model, Uji Mediasi dan Uji Hipotesis.

Hasil dari uji Validitas menyatakan angka *Loading Faktor* lebih dari 0,7 dan angka AVE lebih dari 0,5 dinyatakan valid, pada uji Reliabilitas nilai *Composite Reliability* serta *Cronbach's Alpha* diatas 0,7 dinyatakan kuat.

Kesimpulan yang didapatkan adalah variabel *Service Quality* (X1), *Work Performance* (X2), *Cooperative Motivation* (X3), *Cooperative Knowledge* (X4) berpengaruh secara positif dan signifikan terhadap *Cooperative Success* (Y) dimediasi *member participations* (Z). Pada uji mediasi, variabel *Service Quality* (X1), *Work Performance* (X2), *Cooperative Motivation* (X3), *Cooperative Knowledge* (X4) terhadap *Cooperative Success* (Y) dimediasi *member participations* (Z) dikatakan *partial mediation*.

Kata Kunci: *Service Quality*, *Work Performance*, *Cooperative Motivation*, *Cooperative Knowledge*, *Cooperative Success*, *Member Participations*, SEM PLS.