

## ABSTRACT

COMPARATIVE ANALYSIS FOR FACTORS OF MEMBERS PARTICIPATION  
AND PERFORMANCE OF THE COOPERATIVE HUMAN RESOURCES AS  
WELL AS GOVERNMENT ROLE AND COOPERATIVE SUCCESS BETWEEN  
MULTY PURPOSE AND SINGLE PURPOSE COOPERATIVE  
IN DAIRY COW MILK COOPERATIVE IN EAST JAVA

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Cooperative is a self-support organization running an enterprise. Therefore, the cooperative has to be managed efficiently in order to be successful and able to provide the cooperative effect to its members. The success of cooperative is much determined by participation of its members, performance of management and its managers, as well as guidance and capital assistance from the government. Since the cooperative has a specific characteristic that its owners and its customers are the same persons, the core business focuses cannot be neglected in supporting the success of cooperative.

This study was intended to prove and analyze the difference between performance of the multi purpose cooperative and single purpose cooperative, the influence of core business focus of cooperative upon the success of cooperative directly and was also intended to prove and analyze the influence of variety of core business focus of cooperative upon the success of cooperative through participation of its members, performance of management and its managers. In addition, the influence of guidance and capital assistance from government upon the success of cooperative was also verified and analyzed.

This study was carried out in East Java, taking the research object of dairy cow milk cooperatives. This study used 24 multi business and 6 sole business cooperatives using the proportional stratified random sampling technique. Meanwhile, 560 members were treated under the minimal sample technique; whereas 118 management personnel and 30 managers were analyzed by using the purposive sampling technique. The testing devices applied were Differential Test and Path Analysis.

Outputs of this study was indicated that variety of cooperative core business focuses had significant direct influence upon the success of cooperative through performance and participation of its members and its managers. The core business focuses do not had significant influence upon the success of the cooperative through the performance of its management. It has also concluded that guidance and capital assistance of the government had no significant influence upon the success of cooperative. Under such a circumstance, it is suggested to have the dairy cow business at the milk cooperative managed autonomously, adopting the advanced technology, and developed into product diversification direction to avoid the monopsony.

**Keywords:** Members participation, performance of cooperative human resources, government role, and cooperative success.