

ABSTRACT

The Effect of Sense of Belonging, Service Quality, Buying Motivation and Participation toward Employee of Indonesian Republic Cooperative Performance in Malang

Cooperative is one of contributors in national economy, therefore this institution is expected to give valuable contribution to economic development of Indonesia. Therefore, increase of cooperative performance continuously is very important, mainly for consumption cooperative where the owner is also the consumer. The understanding on buying behavior is the most significant thing for manager to make marketing decision. The aim of the research is to analyze the effect of members' sense of belonging, service quality, buying motivation and participation toward Employee of Indonesian Republic Cooperative (KPRI) in Malang.

This study employs scientific method that is deductive approach and inductive approach. Data is analyzed by using SEM (Structural Equation Modeling) supported by AMOS and SPSS programs. The sampling technique is random with 170 respondents from KPRI in Malang.

The research discovers that members' sense of belonging has significant influence on members' participation in Malang. On the contrary, there is no significant influence between sense of belonging and buying motivation and KPRI performance in Malang. Service quality has significant influence on participation, buying motivation and KPRI performance in Malang. Lastly, buying motivation does not have significant influence on KPRI performance in Malang.

Keyword : Sense of belonging, service quality, Buying motivation, participation, and cooperative performance.