

The Influence of Commitment and Service of Cayenne Pepper Supply Chain Actors on the Success of Cooperatives in Kupang Regency, East Nusa Tenggara Province, Indonesia

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Abstract:

This research is focused on member commitment and excellent service which is the key to the success of the cooperation. The independent variables in this study are member commitment and excellent service, because in cooperation efforts these elements provide motivation to members in utilizing the cooperation services that are carried out, so the need for the participation of members towards the utilization of the business unit. While the dependent variable is the success of the cooperation. The research method consists of, first, qualitative analysis based on field data. The collected data is then analyzed by an ordinal scale (Likert) descriptive approach. Second, quantitative analysis with MSI interval scale approach (Method of Successive Interval). The results showed that the success of the cooperation was influenced by the member commitment variable of 0.564 units or 56.4%, and the prime service variable was 0.284 units or 28.4%. Together, the commitment of members and excellent service affect the success of the cooperation which is equal to 0.772 units or equal to 77.2%.



I. Introduction

The Cooperation cannot escape or break away from the changing dynamic business environment, especially nowadays in the era of globalization, which leads to global competition. Changes in the world economic environment that are so fast should be able to be accommodated during the formation of cooperation as well as existing cooperation. In order to continue to exist, the cooperation must be carried out professionally. Human resources and other sources owned by cooperation must be managed effectively and efficiently so that goals can be achieved optimally. To be able to realize this, the management is required in addition to having an internal understanding of the cooperation in which the values and principles of cooperation must also have extensive insight into the external environment, especially in relation to the cooperation business. This is very important considering the success of the cooperation in terms of mastering it. Successful cooperation is cooperation that are able to improve the welfare of their members, namely cooperation able to overcome the problems faced by their members (it seems that they are economic problems) and are able to exploit their business opportunities as much as possible for their members.

Service commitment is a problem that is often faced by cooperation in managing cooperation optimally. Cooperation must be able to improve the quality of human resource management. The factor of human resources is a key factor in building quality of service, if there a mistake and error in service, it will be able causing serious obstacles in achieving the stated goals. Therefore, administrators must be able to manage human resources professionally and implement appropriate services in order to achieve the desired success and progress. Based on this background, the research issue is focused on member commitment and excellent service which is the key to the success of the cooperation.

II. Literatur Reviews

Cooperation must be composed of various elements in cooperation organizations including: (1). The internal elements of cooperation organizations consist of individual members, members' economic interests, cooperation groups, cooperation managers, cooperation companies, and cooperation service activities; (2). The external element of the cooperation organization consists of the market and the economic environment in which the cooperation is located.

More clearly the basic relationship between the elements that exist in cooperation organizations which are characteristics of cooperation organizations as a socio-economic system as described above can simply be described as follows (Source: Alfred Hanel; 2005: 32):

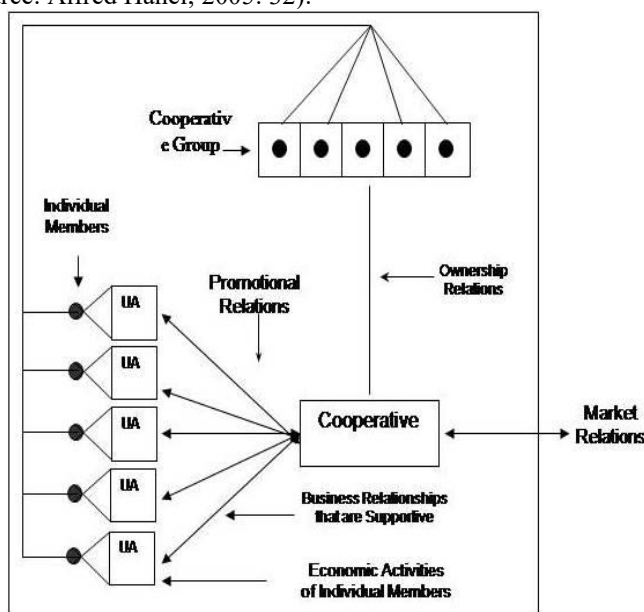


Figure 1. Cooperation Organization as an Economic System



The figure shows that in a cooperation organization socio-economic reflects the existence of two households as two different legal subjects. The two households referred to are cooperation household companies and cooperation member households. The function of cooperation economic activities is basically to serve members, therefore the status of members must be clearly and clearly defined, if the position of members has been determined then the type and function of the cooperation can be seen from the position of members as owners and service users.

As owners, members have obligations in terms of (Hanel, 2005: 33): (1). Contribute to the formation and growth of cooperation companies in the form of financial contributions (capital participation, reserve formation, deposits) and through personal business; (2). Taking part in setting goals, making decisions and in the process of supervision of the cooperation life system.

While members in their position as customers have the right to obtain services from cooperation or take advantage of various opportunities that are supportive for their business activities, especially those related to the economy of the members both directly and indirectly. Cooperation is established with the aim of providing the best service to members. All policies implemented by cooperation will not succeed without the support of members' commitment to the policies implemented by cooperation will not succeed without the role of its members. Member commitment in cooperation is realized through participation both as owners and as service users or customers.

Herman Soewardi (1989) states that ideal participation is a reflection of the implementation of economic democracy in cooperation which is one of the basic joints and one of its characteristics. The above understanding can be understood that participation in purchasing members is an effort in utilizing services provided by cooperation to members. Member participation is absolute to realize a cooperation in accordance with its identity.

According to Alfred Hanel (2005: 60), the participation of members in cooperation is the participation of members in accordance with the functions of members, namely as owners and also as customers.

Participation of cooperation members as a Herman Soewardi (1989) is the same as stated by Alfred Hanel, where the position of members is as owners and as members or users of cooperation services that can be interpreted as a form of member participation, it can be understood that the dimensions of participation in service utilization must be managed and fostered by the cooperation well. members must have an attitude that fulfilling needs exists only through cooperation which are manifested in members' participation in transactions.

In order to maintain the survival of a cooperation that is engaged in savings and loan services, it must always strive to have a competitive advantage (excellence in certain fields to win the competition), namely to provide the best service so that members remain loyal in utilizing the services provided. The relatively low service volume is thought to be the cause of service quality that is felt by members of the cooperation.

In increasingly sharp competition, the quality of service to members is a top priority for creating member satisfaction and loyalty. One aspect that needs to get important attention is the evaluation of the quality of services provided.

Services have a different understanding for each management expert, one definition of service (Kotler, 2025: 427) is a variety of actions or performance offered by a party to others which basically cannot be seen and does not produce ownership rights to something. The production can be related to a physical or not. From the definition stated above it can be concluded that basically service is something that is intangible, which can meet the needs and desires of consumers. In the service does not result in physical transition, what is obtained from the service is in the form of benefits of time, place of origin, or psychological benefits.

Evaluating excellent service quality, users or members will compare the expected quality with the quality received. Mathematically it can be formulated into (P-E) where P = perceived service and E = expected quality.

According to Garvia in Lavelock (2002, 234), there are five developing quality perspectives, including the transcendental approach, the product-based approach, user-based approach, the manufacturing-based approach and value-based approach. In this study a user-based approach is used, because this approach views that the quality of excellent service promised by cooperation is aimed at maximizing member satisfaction that is



oriented towards future demand. The quality in this perception is relative, so products that have good quality do not necessarily have high value, but are the services that are best given to members (best-buy). Excellent or superior service delivery is always focused on members' expectations. There are two main factors that influence service quality, namely expected service and perceived service. If the service received by the member is in accordance with his expectations, the quality of service will be satisfactory, if it exceeds expectations it is considered an excellence service (surprise), if the user is satisfied, it can be ensured there will be repeated participation/repeated use.

The dimensions of service quality stated above, it can be said that almost all are attached to employees or officers or in other words to the elements of human resources. There is very possible for the five dimensions of service quality that are expected to satisfy those members who influence each other. The ability of cooperation to provide services quickly, well and consistently is greatly influenced by knowledge, ability, skills, politeness, friendliness, honesty of the employees on duty. Not only that, employee responsiveness towards members, how to dress, how to greet members, facilities and infrastructure owned by cooperation all contribute to the reliability of a service. The employees on duty are the front guard of the cooperation, in their hands there is a future of cooperation. The good and bad services that members feel are largely determined by the way they apply in the field.

Service quality is determined by what members feel when using the service with the expectations of members, when the service is presented. In addition, the cooperation must realize that the expectations of members for the quality of services offered are influenced by information received from other parties (word of mouth), personal needs and past experience.

Alfred Hannel (2005: 52), provides an understanding of cooperation services as follows; "Service is an effort to increase efficiently through the supply of goods and services by cooperation companies that seem to be a very important stimulus for most members to participate in contributing to the formation and growth of cooperation and to maintain their business intensively".

Service is one of the influential factors to satisfy members, thus the cooperation is expected to better understand the problems faced by members. Cooperation should know when members will buy, and how much is needed by members, so that cooperation can understand and provide goods that are the right amount, the right type, the right price and on time, try to provide good service, then members can automatically assess and consider business activities carried out by cooperation.

A cooperation can be said to develop if the volume of business increases from year to year. So that with the increase in the business volume of cooperation it can increase member participation and services that can be provided by the cooperation (Swarsono, 2021: 32).

Furthermore, the notion of business success according to Hanel (2005: 205) is "The degree or level of achievement of the objectives of cooperation as an economic institution managed on the basis of economic principles. The success of the cooperation in the development of its business can be seen after a certain period of time in increasing the remaining results of the business.

This is in accordance with what was expressed by Mutis (2002: 49) which explains, among others, "The success of cooperation can be seen as an increase in the quantity of business assets, services, income (income) or other things more specifically for cooperation, success can be reviewed both aspects of actual or relative improvement, membership, savings and loans, obtained, own capital wealth, services or services and so on".

The success of cooperation business can be seen from the volume of business, the strength of capital, the ability to cultivate capital, the remaining results of operations, the remaining portion of the results of the business received by its members. This is in accordance with what was explained by Muslimin Nasution (2002: 8), namely "To support the activities of members' businesses, in order to increase economic power through the provision of goods and services needed, improvement of market position or market share and more possibilities great in communication, information and innovation".



III. Methods

In this study, the independent variable is the commitment of members and excellent service by the cooperation. These variables are examined, because in the cooperation business these elements provide motivation for members of the cooperation in utilizing the cooperation services that are carried out, so that the participation of members towards the utilization of the business unit. While the dependent variable is the success of the cooperation.

The first part, data analysis with a qualitative approach, which is based on data extracted in the field. The second part, data analysis with a quantitative approach, namely with statistics based on the type of data collected and its relevance to the research objectives. The measurement guideline is if there is an answer with a low weight then given a score of 1 (one) and so on so that the high-weighted answer is given a score of 5 (five). Calculate the average interval value (scala value) for each answer option using the following formula:

$$\text{Scale} = \frac{\text{Lower Limit Density} - \text{Upper Limit Density}}{\text{Area under Upper Limit} - \text{Area below the Lower Limit}}$$

The answer category can change according to needs (eg always, often, sometimes, never, and so on). Data analysis is an activity to group data, make a description of the data so that it gives meaning and is easy to read by researchers about the phenomena that exist. The data analysis technique used in this study is a descriptive technique. The collected data is then analyzed by descriptive analysis through an ordinal scale (Likert).

The measurement results in an ordinal scale (Likert) must be further processed into the method of successive interval, with the processing steps as follows: (1). Calculate the frequency of each respondent's answer for each question: (a). Categories of respondents' answers in ordinal scale (Likert) values range between 1-5; (b). Each answer score on an ordinal scale (Likert) is calculated in frequency. (2). Based on the frequency obtained, for each answer calculated the proportion of each answer choice using the formula:

$$\text{Proportion} = \frac{\sum \text{Frequency of Answers}}{\sum \text{Sample}}$$

(3). Based on the proportion of each answer option then calculate the cumulative proportion. (4). Calculate the average interval value (scala value) for each answer choice using the formula:

$$\text{Scale} = \frac{\text{Lower Limit Density} - \text{Upper Limit Density}}{\text{Area under Upper Limit} - \text{Area below the Lower Limit}}$$

After the required data is obtained and measured, it will then be analyzed using the analysis method as follows: (1). Descriptive analysis, which is an analysis used to explain each indicator of the research variable (Sugiyono, 2024); (2). To find out the influence between sub-variables of the study, the results of tabulation data are applied to the research approach, namely path analysis, based on the opinion of Rasyid (2022: 131) requiring conditions with a level of measurement at least intervals, considering that in this study used data with interval scale. Calculate:

$$PY_{\epsilon} = \sqrt{1 - R^2 Y(X_1 X_2)}$$

before conclusions can be made regarding the path coefficients obtained, it must be done first testing of the significance of the coefficients, as a whole or individually.

IV. Result and Discussion

From the results of the recapitulation of the commitment of cooperation members included in the criteria quite well, by obtaining a total score of 513 and an average value of 171. This shows that the commitment of



cooperation members is included in the criteria of good. Where members of cooperation have an awareness in advancing Cooperation efforts through using services provided by cooperation, recommending cooperation services to other parties and not being affected by competitors' offers. The calculation results are described as follows:

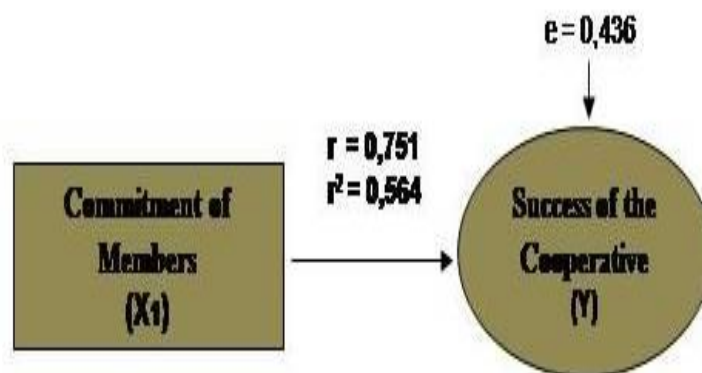


Figure 2. Effect of Member Commitment on the Success of Cooperation

The picture above shows that the commitment of members influences the success of the cooperation with a regression coefficient of 0.751 and a determinant coefficient of 0.564 or 56.4% and the rest is influenced by other factors of 0.436 or 43.6%. This shows that the success of the cooperation is influenced quite strongly by the commitment of members, that is, if the commitment of members increases by one unit, then the success of the cooperation will increase by 0.564 units.

After describing one by one the prime service indicators cumulatively the rating categories for the prime service variable are good with the score score 148 of the maximum score of 214 or 69.15% of 100%. This means that the management and employees of the cooperation have the ability to provide excellent service to its members.

The calculation results from the effect of prime service variables on the success of the cooperation can be seen in the picture as follows:

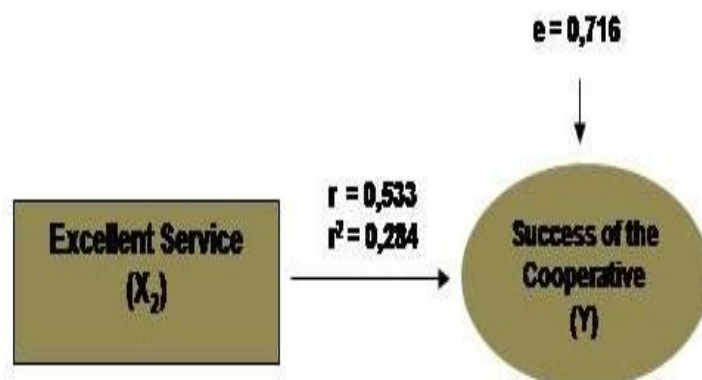


Figure 3. Effect of Excellent Service on the Success of Cooperation

Based on the picture above shows that prime service affects the success of cooperation with a regression coefficient of 0.533 and a determinant coefficient of 0.284 or 28.4% and the remainder is influenced by other factors of 0.716 or 71.6%, this indicates that the success of cooperation is affected sufficiently strong by excellent service, namely if the prime service has increased by one unit, then the success of the cooperation will increase by 0.284 units.



The progress and success of a cooperation is not only determined by the cooperation or the role of the manager/employee, but is also supported and determined by the members of the committee. The success of cooperation can be realized in the following terms: increased business profitability of members, economic benefits received by members both directly and indirectly.

From the results of the recapitulation of the success of cooperation included in the criteria very well, by obtaining a total score of 576 and an average value of 192. This shows that the success of cooperation is included in the criteria very well, where cooperation can provide benefits to members regarding increased profitability, meeting the timely needs of services and obtaining direct and indirect economic benefits from cooperation to members. The influence of member commitment and excellent service on the success of the cooperation can be described as follows:

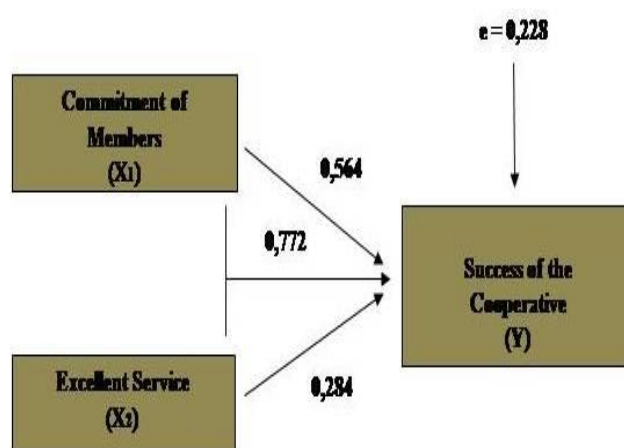


Figure 4. Effect of member commitment and excellent service on the success of the Cooperation

The results of the above study indicate that the variable commitment of members and prime service affect the success of the cooperation, namely the determinant coefficient of 0.772 or 77.2% and the remainder is influenced by other factors of 0.282 or 28.2%. This shows that the success of the cooperation is strongly influenced by the commitment of members and excellent service, namely if the commitment of members and prime service increases by one unit, then the success of the cooperation will increase by 0.772 units, so it can be concluded that member commitment and excellent service have an impact which is significant for the success of “The Happy” All-purpose Cooperation in Kupang Regency.

V. Conclusions

The results of the study provide the following conclusions: (1). Commitment of members influences the success of cooperation. This shows that the success of cooperation is influenced quite strongly by the commitment of members, that is, if the commitment of members increases by one unit, then the success of the cooperation will increase by 0.564 units or equal to 56.4%; (2). Excellent service influences the success of cooperation, this shows that the success of cooperation is strongly influenced by excellent service, that is, if prime services experience an increase, the success of the cooperation will increase by 0.284 units or by 28.4%; (3). The success of cooperation is strongly influenced by the commitment of members and excellent service, that is, if the commitment of members and prime service increases by one unit, then the success of the cooperation will increase by 0.772 units or by 77.2%; (4). Other factors that can affect the success of cooperation are the need for efficiency and effectiveness as well as membership information so that cooperation can provide products according to the needs of members; (5). The involvement of members in decision-making greatly impacts the commitment of members to play an active role in the development of cooperation.



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