

ABSTRACT

PT.Indo Bharat Rayon Cooperative is the most stable form of cooperative because of its permanent membership. The method of withdrawal of savings and loans is easy because it is biased through the salary deduction system. It is different from the forms of general cooperatives, for example large merchant cooperatives.

This study aims to determine the satisfaction of members of the cooperative PT.Indo Bharat Rayon of services. This research uses a quantitative method of 400 respondents, namely members of the cooperative PT.Indo Bharat Rayon. Data processing using ordinal scale and statistical tests consisting of validity, reliability, descriptive tests, simple linear regression tests, R square tests, normality tests and hypothesis test results.

The results showed that there was an influence between customer satisfaction on service quality, with an effect of 74.7%. While the remaining 25.3% (from the results of 100% - 25.3%) is influenced by other variables not examined

Keywords: Cooperative member satisfaction, service quality