

ABSTRAK

Nur Habibi Rambe, NPM : 71210712044, Analisis Tingkat Kinerja Sumber Daya Manusia Anggota Dalam Meningkatkan Keberhasilan Koperasi Pemasaran Sembilan Dua Enam (Studi Kasus : Desa Saentis, Kec. Percut Sei Tuan, Kab. Deli Serdang, Provinsi Sumatera Utara). Dibawah bimbingan Bapak Prof. Dr. Ir. Mhd. Buhari Sibuea, M.Si selaku Ketua komisi Pembimbing dan Ibu Khairunnisyah, SP. M.Si selaku Anggota komisi Pembimbing. Penelitian ini bertujuan untuk mengetahui pengaruh Kinerja Sumber Daya Manusia (SDM) terhadap Keberhasilan Koperasi Pemasaran Sembilan Dua Enam. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik analisis data menggunakan Partial Least Square (PLS) melalui software SmartPLS. Data diperoleh dari 72 responden yang merupakan anggota koperasi, melalui penyebaran kuesioner. Hasil penelitian menunjukkan bahwa Kinerja SDM memiliki rata-rata skor sebesar 78,56%, sedangkan Keberhasilan Koperasi memiliki rata-rata skor sebesar 81,19%. Uji validitas dan reliabilitas menunjukkan bahwa seluruh indikator dan konstruk penelitian telah memenuhi syarat validitas (convergent dan discriminant validity) serta reliabilitas (Composite Reliability dan Cronbach's Alpha). Hasil pengujian hipotesis menunjukkan bahwa seluruh dimensi dalam Kinerja SDM, yaitu Pengetahuan, Keahlian, Karakteristik, Kualitas dan Kuantitas Kerja, serta Hubungan Sesama Anggota Koperasi berpengaruh positif dan signifikan terhadap Keberhasilan Koperasi. Secara keseluruhan, Kinerja SDM berpengaruh signifikan terhadap Keberhasilan Koperasi dengan nilai koefisien sebesar 0,772 dan nilai t-statistik sebesar 5,856 ($p\text{-value} = 0,000$), yang berarti H_a diterima. Dengan demikian, dapat disimpulkan bahwa peningkatan Kinerja SDM secara signifikan dapat mendorong keberhasilan Koperasi Pemasaran Sembilan Dua Enam.

Kata kunci: Kinerja Sumber Daya Manusia, Koperasi, Keberhasilan Koperasi, SmartPLS.

ABSTRACT

Nur Habibi Rambe, Student ID: 71210712044, Analysis of Human Resource Performance Level in Enhancing the Success of Cooperative Pemasaran Sembilan Dua Enam (Case Study: Saentis Village, Percut Sei Tuan Subdistrict, Deli Serdang Regency, North Sumatra Province). Supervised by Prof. Dr. Ir. Mhd. Buhari Sibuea, M.Si as the Head of the Supervisory Committee and Khairunnisyah, SP. M.Si as a Member of the Supervisory Committee. This study aims to determine the influence of Human Resource (HR) Performance on the success of the Cooperative Pemasaran Sembilan Dua Enam. The research method used is a quantitative approach with data analysis techniques using Partial Least Squares (PLS) through SmartPLS software. Data were obtained from 72 respondents who are cooperative members, through the distribution of questionnaires. The results of the study show that HR Performance has an average score of 78.56%, while Cooperative Success has an average score of 81.19%. Validity and reliability tests indicate that all indicators and constructs in the study meet the requirements for validity (convergent and discriminant validity) and reliability (Composite Reliability and Cronbach's Alpha). The hypothesis testing results show that all dimensions of HR Performance, namely Knowledge, Skills, Characteristics, Quality and Quantity of Work, and Relationships Among Cooperative Members, have a positive and significant effect on Cooperative Success. Overall, HR Performance has a significant effect on Cooperative Success with a coefficient value of 0.772 and a t-statistic value of 5.856 (p-value = 0.000), indicating that the alternative hypothesis is accepted. Thus, it can be concluded that the improvement of HR Performance can significantly drive the success of the Cooperative Pemasaran Sembilan Dua Enam.

Keywords: *Human Resource Performance, Cooperative, Cooperative Success, SmartPLS.*