

ABSTRAK

“Studi Deskriptif Sikap Terhadap Koperasi Mahasiswa Bumi Siliwangi UPI
(Survey pada Mahasiswa Fakultas Pendidikan Ekonomi dan Bisnis Universitas
Pendidikan Indonesia)”.

Dibawah bimbingan Prof. Dr. H. Disman, MS.

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Penelitian ini didasarkan pada masalah menurunnya kinerja Koperasi Mahasiswa Bumi Siliwangi Universitas Pendidikan Indonesia (KOPMA BS UPI), antara lain ditandai dengan menurunnya pelayanan, menurunnya jumlah anggota baru, dan menurunnya omset usaha di dua tahun terakhir. Tujuan dari penelitian ini adalah untuk mengetahui sikap mahasiswa terhadap KOPMA BS UPI dilihat dari aspek filosofis, aspek organisasi dan manajemen, aspek usaha dan aspek pendidikan perkoperasian. Penelitian dilakukan kepada mahasiswa Fakultas Pendidikan Ekonomi dan Bisnis (FPEB) UPI, dengan mengambil sampel sebanyak 100 orang responden. Metode penelitian yang digunakan adalah survei deskriptif untuk menggambarkan sikap mahasiswa terhadap koperasi mahasiswa. Variabel yang diteliti adalah sikap terhadap koperasi yang dijabarkan kedalam beberapa indikator, yaitu: pandangan, penilaian, tanggapan (kognitif); reaksi emosional berupa perasaan suka/tidak suka (afektif); dan kecenderungan berperilaku (konatif). Teknik pengumpulan data menggunakan teknik non-tes berupa angket. Untuk menguji validitas instrumen, digunakan teknik korelasi melalui koefisien korelasi *Product Moment*. Untuk menguji tingkat ketepatan dan keakuratan instrumen, digunakan tes reliabilitas dengan teknik *Alpha Cronbach*. Sedangkan teknik analisis data, digunakan perhitungan statistika deskriptif yaitu: mean; median; modus; dan tabulasi silang. Hasil penelitian menunjukkan bahwa secara umum sikap mahasiswa FPEB terhadap aspek filosofis, aspek organisasi dan manajemen, aspek usaha dan aspek pendidikan perkoperasian di KOPMA BS UPI berada pada kategori sikap positif.

Kata Kunci : *Sikap, Koperasi Mahasiswa*

Yanyan Suryana, 2015

STUDI DESKRIPTIF SIKAP TERHADAP KOPERASI MAHASISWA
BUMI SILIWANGI UPI

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ABSTRACT

“Descriptive Study of Attitude toward Students Cooperative of Bumi Siliwangi UPI
(Survey on Students in Faculty of Economy Education and Business in Indonesia
University of Education)”

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This study was conducted based on the problems of performance decreasing of students cooperative Bumi Siliwangi in Indonesia University of Education (*KOPMA BS UPI*) which were indicated by the decreasing of service, new member total and business income in the last two years. The purpose of this study was to investigate the students attitude toward *KOPMA BS UPI* which looked in the aspect of philosophy, organization and management, business, and cooperative education. 100 students of economy and business education faculty (*FPEB*) UPI were took as the samples. The method that used in this study was descriptive survey on portraying the students' attitude toward students cooperative. The variable observed in this study was the attitude toward cooperative which divided into some indicators namely opinion, assessment, response (cognitive); emotional reaction in terms of like or dislike opinion (affective); and attitude tendency (conative). Non-test technique in the forms of questionnaire was used as the data collection. In addition, correlation technique through correlation coefficient of Product Moment to assess the instrument validity was used in this study. To assess the exact and accurate rank of instrument, this study used Alpha Cronbach technique as the reliability test, while data analysis technique used descriptive statistic calculation that are: mean, median, modus and cross tabulation. In general, the result revealed that the *FPEB* students' attitude toward philosophy, organization and management, business, and cooperative education aspect in *KOPMA BS UPI* belonged to the positive attitude category.

Key Words: *Attitude, Students Cooperative*

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