

# Analysis of Factors Affecting and Interest of University Students in the Cooperatives

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**Abstract-**Sustainable and well-structured cooperatives are able to improve national economic structure, accelerate national economic growth, decrease open unemployment, reduce poverty, create real sector dynamism, and improve the distribution of people's income. On this basis, the author conducts a study that discusses the factors that influence the importance of cooperative socialization to students, which can increase student interest in cooperative activities. These factors can later be a suggestion to the government the role of socialization in the development of sustainable cooperatives. The study used primary data obtained from a questionnaire. This research method is descriptive quantitative research. There are three variables used in this study: the first variable is knowledge about cooperatives, the second is the type of cooperative, and the last is the opportunity that arises with the socialization of cooperatives to students. The research model used is the single model. The results of the first and second variables are negative, and there is no level that influences the importance of socialization about cooperatives to student interest in cooperatives, while the third variable positively and significantly influences the importance of socialization about cooperatives to student interest in cooperatives.

**Keywords-** Socialization; Cooperative; Interest; Students

## I. INTRODUCTION

In this era of globalization, it takes a lot of young businesspeople to create jobs and reduce unemployment. If we only depend on being civil servants, it will not help us become a person who is advanced and successful. As we know, the amount of applicants and job opportunities offered are never the same. There are almost always fewer job opportunities than qualified people pursuing the job. In recent years, the government, through the PANRB Ministry (the utilization of the state apparatus and bureaucracy reform) has limited (moratorium) the acceptance rate of government civil servants (PNS). The global competition is also more competitive because of the start of the MEA, making it easier for foreigners to run their business in Indonesia and take advantage of some of the business opportunities in Indonesia. The existence of cooperatives in Indonesia will help the government decrease the unemployment and poverty rate. In addition to reducing unemployment, cooperatives can also help decrease poverty. Representatives from the ILO (International Labour Organization) at the Asia Pacific Workshop on Youth and University Cooperatives in Bangkok, Thailand in September 2015 stated that hundreds of millions of people are unemployed, and many of the unemployed are young. Therefore, the ILO recommends that cooperatives should play an active role in reducing unemployment as a forum for joint business activities for both producers and consumers, cooperatives are expected to play a role in improving the economic efficiency of the people. Cooperatives also increase business competition in the market through the impact of positive effects it has. The role of cooperatives on the rate of economic growth has a high enough significance for the equity of Indonesia's economy because it plays a role in the private sector. Young people, especially students, should start to realize and take advantage of the many opportunities in this area.

Unfortunately, the government is still has incompetent education about the importance of cooperatives for the development and growth of the country to the students. Because of this, students do not fully understand what a cooperative is and do not know the important benefits of cooperative activities, or how to establish and join cooperatives in their respective fields. While students are in good spirits, study a diverse array of subjects, and have a lot of potential, the government only slowly responds in seeing important economic and social movements. Therefore, I am attempting to research about important factors that may influence university of syiah kuala (Unsyiah) students' interest about cooperatives. Hopefully, Indonesia's federal government will realize and understand that an economic success in a country cannot be separated from Indonesian youth productive, even if they start from small beginnings, and the government can begin to focus on developing equity of cooperatives in Indonesia through the education of students about cooperatives.

## II. LITERATURE REVIEW

### A. Socialization

Definition of Socialization According to Dominick in (Effendy, 2003: 31), socialization is the transmission of values (transmission of values) which refers to the ways in which a person adopts the behavior and values of a group. Effendy, (2003, p. 27) suggests that socialization is the provision of a source of knowledge that allows people to behave and act as effective members of society which causes them to be aware of their social functions so that they can be active in society.

The Purpose of Socialization According to Nur (2011, p. 31), socialization was held to provide a purpose as a social process, that is, the community is educated to know, understand, and respect the norms and values that prevail in society so that the way people think can change so that their habits can change. Understanding the right way, the goals to be achieved and can feel emotionally so that it can influence behavior.

### B. Cooperative

A cooperative is defined as an association of people usually of limited means, who have voluntarily joined together to achieve a common economic end through the formation of a democratically controlled business organization, making equitable contribution to the capital required and accepting a fair share of the risk and benefits of the undertaking, as defined by the International Labour Organization (ILO).

Cooperatives deal with humans as individuals and with their lives in society. Humans cannot work together as a unit; they need other people in a social framework. Cooperative character has a double dimension (economic and social), so to explain the phenomenon of cooperation in cooperatives, we must first understand the basic knowledge of social, economic, political and ethical conditions (Enriquez, 1986).

In this case the cooperative deals with the social function, namely the way humans live, work, and play in society; economic function is a human way to be able to finance its survival or its existence by working in society or society; political function is a way of humans to govern and regulate themselves by means of law and regulation; and function of ethics is the way humans behave and realize their beliefs, their philosophy of life, and how to relate to their God.

### C. Interest

Interest is very influential on someone. With the interest of someone will do something that would produce something for someone. In accordance with the opinions expressed (Slameto, 2010, p. 57) "Interest is a fixed tendency to pay attention and remember some activities".

Some education experts argue that the most effective way to attract interest in a new subject is to use the interests of existing students. Besides utilizing existing interests, Tabrani (1992, p. 81) suggests that teachers also try to shape new interests in students in learning. This can be achieved by providing information to students regarding the relationship between teaching materials that will be provided with past teaching material, outlining its usefulness for students in the future.

Interest in learning is a feeling of interest in a lesson or activity without being told, the essential interest is the acceptance of the relationship between oneself and something outside himself, the stronger or closer the relationship is, the more great interest. According to Jacob W. Getels, a student who is interested in something that is interested in it will not pay attention to anything else (Djamarah, 2008, p. 75)

### D. Students

The understanding of students according to the KBBI is someone who studies in college. In the world of education, student status is the highest level of a student in the world of education.

Students are a term for people who are pursuing tertiary education in a college consisting of high schools, academies, and the most common are universities. Throughout history, students in various countries take an important role in the history of a country. For example, in Indonesia in May 1998, hundreds of thousands of students succeeded in urging President Soeharto to resign from his post. Students are one part of the academic community at universities that are future leaders of the nation. For this reason, students are expected to have a healthy and strong perspective, soul, personality and mentality.

### III. METHOD

#### A. Research Variables

A variable of research is an attribute or the nature or value of people, objects or activities that have certain variations applied by researchers to study and draw conclusions (Sugiyono, 2004). In general, the variables are differentiated into two types: independent and dependent.

1. The dependent variable is the variable that influences or becomes the result because of the independent variable (free). In this case, the dependent variable is interest (represented by Y).
2. Independent variable is variable that influences or becomes the cause of change of the dependent variable (bound). The independent variable in this research is knowledge, the type of cooperative and opportunity.

The framework of thought presented above shows that knowledge (X<sub>1</sub>), type of cooperative (X<sub>2</sub>), and opportunity (X<sub>3</sub>) as factors that influence the level of interest of Unsyiah students in cooperatives.

#### B. Independent variable

Knowledge (X<sub>1</sub>): The knowledge students receive from the socialization about the cooperative will make the students become more understanding about the role of cooperatives in the nation's economy, the role of students in a cooperative, the function and purpose of the students if they become cooperative members, the cooperative function for the community, etc. Because students used to not care about cooperatives, they missed out on gaining new insights and helping to strengthen Indonesia's economy. One way they can change this is by actively joining in a sustainable cooperative with friends who share the same goals as the cooperative.

The type of cooperative (X<sub>2</sub>): Cooperatives also exist in various fields, and have many opportunities that could cater to the ability of each student at Unsyiah. There are some students who are happy with the field of marketing, so they may try joining in the cooperative distribution. There are other students who have an interest in the service field who will be able to join a service cooperative. So, as students at Unsyiah are socialized about cooperatives by the government, they will develop the potential to join a cooperative in the field in which each student is interested.

Opportunity (X<sub>3</sub>): Education about cooperatives will open the way for students who are interested in joining cooperatives. In this case, students will be more interested because of increased contact contacts. These acquaintances are those who understand and invite students to join cooperatives, so as to provide an important influence for students who want to join, learn, and integrate themselves into cooperative organizations more easily.

#### C. Dependent variable

The dependent variable in this research is the interest that Unsyiah students have regarding cooperatives (Y)

#### D. Population and sample

In this study, the studied population is 30 students who have the opportunities and obligations to further develop the economy in Aceh. A study sometimes has a very large population, so it is impossible to conduct thorough research in a short period of time. In order to be efficient and have a feasible sample size in this study, the sample size is 30 to 100 Unsyiah students.

#### E. Data type and Model Estimation

The data in this study are primary. "Primary data in the form of data obtained from data sources that are observed directly and recorded for the first time". Primary data was obtained by using a questionnaire from Google Forms that was filled out online. The data are analyzed using the following regression model:

$$\text{Interest (Y)} = a + b_1\text{Knowledge (X}_1) + b_2\text{Type of Cooperative (X}_2) + b_3\text{Opportunity (X}_3) + e$$

### IV. FINDINGS AND DISCUSSION

TABLE I. FINDINGS OF MULTIPLE REGRESSION

Variable	Coefficient	Std. Error	t-Statistic	Prob.
KNOWLEDGE	-0.281532	0.228725	-1.230674	0.2294
SEGMENT	0.010363	0.209515	0.067741	0.9306
OPPORTUNITY	0.640817	0.149724	4.279960	0.0002
C	5.951319	3.548261	1.677240	0.1055
R-squared	0.445556	Mean dependent var		9.166667
Adjusted R-squared	0.385296	S.D. dependent var		1.895245
S.E. of regression	1.485930	Akaike info criterion		3.753524
Sum squared resid	57.40766	Schwarz criterion		3.940350
Log likelihood	-52.30266	Hannan-Quinn criter.		3.813291
F-statistic	7.059071	Durbin-Watson stat		1.548434
Prob(F-statistic)	0.001264			

Table I shows that respondents have more interest in cooperatives if they first understand what cooperatives are, and their benefits, what goals they serve, etc. If they only know the name of the cooperative, then it does not make them move actively to join the cooperative. So, with the knowledge gained from the results of socialization about cooperatives, students may be more interested in cooperative activities.

The study also shows that with students knowing areas of cooperatives where they might be interested, students will be more focused on being active in cooperatives. This means students will join cooperatives that are appropriate to their hobbies, interests, and passion. In addition, students may be interested in cooperatives who relate to the field in which they study, and know that about cooperatives increases their likelihood of joining.

Finally, the study also shows that with the introduction of cooperatives to Unsyiah students, they can become aware that there are opportunities to join cooperatives. Joining will enable them to strengthen leadership skills, organizational skills, and management. Socialization is considered very important to raise students who have not been able to see the opportunities that existed before.

## V. CONCLUSION

Based on the research that has been done and the results obtained, it can be concluded that there are three factors that influence student socialization about cooperatives. Students have more interest in cooperatives if they first understand what cooperatives are, and their benefits, what goals they serve, etc. If they only know the name of the cooperative, then it does not make them move actively to join the cooperative. So, with the knowledge gained from the results of socialization about cooperatives, students may be more interested in cooperative activities. Students who knowing areas of cooperatives, they might be interested, students will be more focused on being active in cooperatives. Students join cooperatives that are appropriate to their hobbies, interests, and passion. In addition, students may be interested in cooperatives who relate to the field in which they study, and know that about cooperatives increases their likelihood of joining. With the introduction of cooperatives to Unsyiah students, they can become aware that there are opportunities to join cooperatives. Joining will enable them to strengthen leadership skills, organizational skills, and management. Socialization is considered very important to raise students who have not been able to see the opportunities that existed before. This findings suggest the government to immediately create a program to socialize students in schools and universities about cooperatives, because students need this knowledge in order to participate. Their involvement will help to stabilize the Indonesian economy, especially Aceh, through structured and sustainable cooperation activities.

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