

HUBUNGAN ANTARA MOTIVASI BERKOPERASI DAN PARTISIPASI ANGGOTA KOPKAR UMB

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ABSTRAK

Tujuan penelitian ini untuk mengetahui Hubungan Antara Motivasi Berkoperasi dan Partisipasi Anggota Kopkar Universitas Mercu Buana. Penelitian ini bersifat kuantitatif dengan metode survei deskriptif melalui teknik kuesioner.

Hasil penelitian menunjukkan bahwa ada hubungan yang positif antara motivasi berkoperasi dan partisipasi anggota Kopkar UMB.

Kata kunci : motivasi berkoperasi, partisipasi anggota.



***THE RELATIONSHIP BETWEEN ACHIEVEMENT MOTIVATION OF
COOPERATIVE AND MEMBERS PARTICIPATION IN KOPKAR MERCU BUANA
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ABSTRACT

The research is focused on the relationship between achievement motivation of cooperative and members participation in Kopkar, Mercu Buana University.

The research approach used is quantitative approach with descriptive survey method through questionnaire technical.

The result of the research show that there is positive correlation between achievement motivation of cooperative and members participation in Kopkar, Mercu Buana University.

Key words : Achievement Motivation, Cooperative and members participation.



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