The Effect of Work Ethics, Work Discipline And Service on The Satisfaction of Members of The Karya Sentosa Market Traders Cooperative (Koperasi Pedagang Pasar Karya Sentosa) in Batu City

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I N D E X I N G	A B S T R A C T
Keywords: Keyword 1; Work Ethics Keyword 2; Work Discipline Keyword 3; Service Keyword 4; Satisfaction Keyword 5; Cooperative Members	This study aims to determine the influence of work ethics, work discipline, and service quality on the satisfaction of members of the Karya Sentosa Market Traders Cooperative in Batu City, individually and collectively. A quantitative research approach was employed in this study. The sample was selected using a non-probability sampling method, resulting in 67 respondents who are members of the cooperative. Data were collected through a questionnaire, while the analysis was conducted using multiple linear regression with the assistance of SPSS 25 software. The findings of this study indicate that work ethics significantly impact the members' satisfaction, as evidenced by a t-value of 4.746. Similarly, work discipline significantly influences the members' satisfaction, with a t-value of 3.853, while service quality also has a significant effect, with a t-value of 5.031. Furthermore, the simultaneous analysis reveals that work ethics, work discipline, and service quality collectively substantially impact the members' satisfaction, with an F-calculated value of 19.868 or 80.4%. These results suggest maintaining strong work ethics, enforcing work discipline, and providing high-quality service can enhance member satisfaction.

INTRODUCTION

Work ethics can be broadly defined as a set of principles that establish behavioral standards for employees in performing their duties and interacting with colleagues (Osibanjo *et al*., 2015). It encompasses attitudes, perspectives, habits, characteristics, and traits related to work that is ingrained in individuals, groups, or societies (Aini *et al* 2020). Additionally, work ethics can be understood as a belief system regarding appropriate and ethical work practices, which are reflected in an individual's or group's workplace behavior, as well as described by Purnomo, *et. al*, (2023).

Work discipline, therefore, refers to employees' commitment to following the established rules and norms agreed upon within an organization (Elisabeth, 2022). Maintaining discipline is essential for organizational stability. Therefore, established regulations must be enforced consistently to ensure that all members understand and willingly adhere to them (Sinambela, 2016). Employee discipline is reflected in their responsibility, attitude, behavior, and actions in complying with all workplace regulations

(Setiawan, 2024). Strong work discipline demonstrates an individual's commitment to their assigned tasks, fostering enthusiasm and motivation, which ultimately benefits both the organization and its employees. Discipline signifies an individual's awareness and willingness to follow company policies and prevailing social norms.

This research aims to:

1. To examine the impact of work ethics on the satisfaction of members of the Karya Sentosa Market Traders Cooperative in Batu City.
2. To analyze how work ethics and work discipline influence member satisfaction at the Karya Sentosa Market Traders Cooperative in Batu City.
3. To determine the effect of service quality on the satisfaction of members of the Karya Sentosa Market Traders Cooperative in Batu City.
4. To assess whether work ethics, work discipline, and service quality collectively influence the satisfaction of members of the Karya Sentosa Market Traders Cooperative in Batu City.

LITERATURE REVIEW
Work Discipline

Discipline originates from the root word *"disciple,"* which means *to learn.* It refers to the process of training and guiding individuals to improve their actions and performance. Discipline fosters a sense of objectivity, enabling individuals to uphold and enhance organizational goals by adhering to established regulations (Usilefe, 2015). Furthermore, discipline represents a way of life and behavior that demonstrates responsibility. According to Agung and Jumaidi (2023), various factors influence the level of discipline among employees within an organization. Several indicators of discipline include the following:

a) **Attendance Rate** – The frequency of an employee's presence at work, reflected in a low absenteeism rate.
b) **Work Procedures** – The set of rules and guidelines that all organizational members must adhere to.
c) **Obedience to Superiors** – Compliance with directives given by superiors to achieve optimal results.
d) **Work Awareness** – An individual's voluntary commitment to performing their duties well without external pressure.
e) **Responsibility** – The willingness of employees to take accountability for their tasks, the resources they use, and their overall work behavior.

Work Ethics

Based on the definitions mentioned above, work ethics can be summarized as the habits, attitudes, and approaches to work that individuals adopt as a demonstration of their commitment to their responsibilities, ultimately fostering better workplace conditions. According to Hasibuan (2017), work ethics can be categorized into several types:

1. **Descriptive Ethics** – This branch of ethics critically and rationally examines human attitudes and behaviors, exploring what individuals consider valuable in life. Descriptive ethics provides factual insights that serve as a foundation for decision-making regarding behavior and attitudes.
2. **Normative Ethics** – This type of ethics aims to establish ideal attitudes and behavioral patterns that individuals should uphold as valuable principles in life.

Normative ethics offers evaluations and norms that act as a framework for ethical decision-making.

Service

Service is defined as an activity or benefit provided by one party to another in an intangible form. The term *intangible* does not solely refer to products and services but also emphasizes the delivery process (Wirtz, 2012). Service quality refers to the ability to fulfill consumer needs and expectations while ensuring accurate and timely delivery. Enhancing service quality for members plays a crucial role in retaining them, preventing them from shifting to other cooperatives, and ultimately increasing their satisfaction. A company with a strong reputation or positive image can enhance its competitiveness, boost employee morale, and strengthen member loyalty. To establish an outstanding corporate image through exceptional service, organizations must strive to consistently present a positive perception of their brand and offerings. Additionally, fostering meaningful relationships that make customers feel valued and personally appreciated plays a crucial role in reinforcing this image (Hatch and Schultz, 2008).

Satisfaction of the Members

Member satisfaction refers to an individual's sense of pleasure or disappointment that emerges after evaluating the actual performance or outcomes of a service or product in comparison to their initial expectations. Member satisfaction is defined as an individual's sense of pleasure or disappointment that arises after comparing the actual performance of a product or service with their initial expectations (Oliver, 2014).

According to Usman *et al* (2020), Ichsan *et al* (2023), and also Husna *et al* (2024), customer satisfaction can be measured through the following indicators:

a) **Expectation Conformity** – Cooperative members feel satisfied when the services they receive align with their expectations and desires.
b) **Intention to Return** – Satisfied members are more likely to revisit and continue using the cooperative's services and products.
c) **Willingness to Recommend** – Members who experience satisfaction are inclined to share their positive experiences with family, relatives, or others, encouraging them to join the cooperative.

RESEARCH METHOD

This study was conducted at the Senisaka Market Traders Cooperative Office in Batu City to examine the impact of work ethics, work discipline, and service quality on the satisfaction of members of the Karya Sentosa Market Traders Cooperative. The research population consists of 200 cooperative members. A quantitative approach was employed, utilizing Likert scale instruments to measure individuals' attitudes, opinions, and perceptions regarding social phenomena.

A validity test is conducted to assess the accuracy of the research instrument, ensuring that it effectively measures the intended variables. Additionally, a reliability test is performed to evaluate the consistency of the questionnaire, which serves as an indicator of each variable. Following these tests, multiple linear regression analysis is applied to examine the relationships between variables. The hypothesis testing framework for this study is structured as follows.
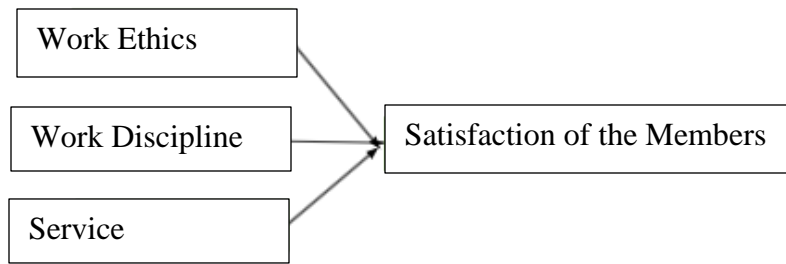
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┌─────────────────┐
│  Work Ethics    │──────────┐
└─────────────────┘          │
                             ↓
┌─────────────────┐   ┌──────────────────────────────┐
│ Work Discipline │──→│ Satisfaction of the Members  │
└─────────────────┘   └──────────────────────────────┘
                             ↑
┌─────────────────┐          │
│    Service      │──────────┘
└─────────────────┘
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Figure. 1 Research Outline
Source: Primary data processed (2024)

The research framework presented aims to analyze the influence of the independent variables, consisting of Work Ethics (X1), Work Discipline (X2), Service (X3), and also Satisfaction of the Members (Y). The data collected is in quantitative form, allowing for statistical analysis to determine the significance of these relationships.

Types and Sources of Data

1. **Primary Data** – Data obtained directly from respondents through surveys, questionnaires, and interviews.
2. **Secondary Data** – Data collected from existing sources such as reports, journals, books, and official documents related to the research topic.

Data Collection Methods

1. **Questionnaire** – A structured set of questions distributed to respondents to collect relevant information.
2. **Interview** – A direct interaction method to gain in-depth insights from respondents.
3. **Observation** – A method of data collection through direct observation of behaviors, processes, or conditions in the research setting.
4. **Documentation** – The use of existing records, reports, or archives as supporting data for the study.

Research Location

The Karya Sentosa Market Traders Cooperative Office is situated at Jalan Dewi Sartika No.42, Tames, Batu District, Batu City, East Java 65315. This location is considered strategic due to its proximity to the main road, making it easily accessible. Additionally, it is located in the center of a key business area, yet at a reasonable distance from the market and city center, providing an optimal environment for cooperative activities.

RESULT AND DISCUSSION

The Market Traders Cooperative is an organization comprised of market traders with the primary goal of improving the welfare of its members. This cooperative facilitates access to financial resources by providing loans to members for business capital. Its operations are guided by the principle of fulfilling members' capital needs to support and expand their businesses.

Respondent Overview

This study was conducted on 67 members of the Karya Sentosa Market Traders Cooperative in Batu City. The demographic characteristics of respondents, including age, gender, and education level, are presented as follows.

1. **Respondent Characteristics by Age**

Table 1. Respondent's Age Description

No	Age	Number (Person)	Percentage (%)
1	21-30 years old	21	31,0
2	31-40 years old	46	69,0
	Total	67	100

Source: Primary data processed (2024)

Based on Table 1, the majority of respondents are aged between 31-40 years, totaling 46 people (69.0%). This indicates that most cooperative members are in their productive adult years, where the need for business capital is high. As a result, they rely on the cooperative to access financial support for business growth.

2. **Respondent Characteristics by Gender**

Table 2. Respondent's Gender Description

No	Gender	Number (Person)	Percentage (%)
1	Gents	44	66,0
2	Ladies	23	34,0
	Total	67	100

Source: Primary data processed (2024)

Based on Table 2, it is known that the respondents are more predominantly male as many as 44 people or 66.0%, this proves that a man dares to take a loan in a cooperative to increase business capital.

3. **Respondent Characteristics Based on Education**

Table 3. Respondent's Education Description

No	Level of Education	Number (people)	Percentage (%)
1	Elementary School	7	11,0
2	Junior High School	13	19,0
3	High School	41	61,0
4	Bachelor Degree	6	9,0
	Total	67	100

Source: Primary data processed (2024)

Based on Table 3, it is known that the respondents are more dominant in high school education as many as 41 people or 61.0%, this proves that the respondents are highly educated enough to be able to fill out the questionnaire well.

Descriptive Test

1. **Work Ethic (X1)**

The measurement of work ethics (X1) uses the following 4 questions.

Table 4. Work Ethic (X1)

No	Item	Respondent's Answer										Σ		Mean
		STS/1		TS/2		N/3		S/4		SS/5				
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
1	X1.1	0	0,0	1	1,5	12	17,9	21	31,3	33	49,3	67	100	4,28
2	X1.2	1	1,5	1	1,5	4	6,0	40	59,7	21	31,3	67	100	4,18
3	X1.3	1	1,5	8	11,9	4	6,0	35	52,2	19	28,4	67	100	3,94
4	X1.4	0	0,0	1	1,5	13	19,4	34	50,7	19	28,4	67	100	4,06
Sum														16,46
Average														4,12

Source: Primary data processed (2024)

2. **Work Discipline (X2)**

Work Discipline (X2) uses the following 3 questions.

Table 5. Work Discipline (X2)

No	Item	Respondent's Answer										Σ		Mean
		STS/1		TS/2		N/3		S/4		SS/5				
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
1	X2.1	0	0,0	0	0,0	11	16,4	34	50,7	22	32,8	67	100	4,16
2	X2.2	0	0,0	1	1,5	7	10,4	40	59,7	19	28,4	67	100	4,15
3	X2.3	0	0,0	1	1,5	9	13,4	31	46,3	26	38,8	67	100	4,22
Sum														12,54
Average														4,18

Source: Primary data processed (2024)

3. **Services (X3)**

Service (X3) uses the following 3 questions

Table 6. Services (X3)

No	Item	Respondent's Answer										Σ		Mean
		STS/1		TS/2		N/3		S/4		SS/5				
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
1	X3.1	0	0,0	0	0,0	7	10,4	32	47,8	28	41,8	67	100	4,31
2	X3.2	0	0,0	0	0,0	7	10,4	25	37,3	35	52,2	67	100	4,42
Sum														8,73
Average														4,37

Source: Primary data processed (2024)

4. **Member Satisfaction (Y)**

Member's satisfaction measurement (Y) uses the following 3 questions.

Table 7. Member's satisfaction (Y)

No	Item	STS/1		TS/2		N/3		S/4		SS/5		Σ		Mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
1	Y.1	0	0,0	2	3,0	5	7,5	19	28,4	41	61,2	67	100	4,48
2	Y.2	0	0,0	4	6,0	10	14,9	31	46,3	22	32,8	67	100	4,06
3	Y.3	0	0,0	3	4,5	16	23,9	25	37,3	23	34,3	67	100	4,01
Sum														12,55
Average														4,18

Source: Primary data processed (2024)

Instrument Testing
1. **Work Ethic (X1)**
   Validity Test

Table 8. Validity Test

Var/No	r-calculate				r table	Conclusion
	X_1	X_2	X_3	Y		
1	0,798	0,706	0,804	0,663		Valid
2	0,694	0,731	0,817	0,869	0,244	Valid
3	0,778	0,600		0,699		Valid
4	0,642					Valid

Source: Primary data processed (2024)

2. **Work Ethic (X1)**

Table 9. Reliability Test

Variable	*Alpha Cronbach*	*Alpha*	Information
(X_1)	0,759		Reliable
(X_2)	0,757	0,6	Reliable
(X_3)	0,840		Reliable
(Y)	0,800		Reliable

Source: Primary data processed (2024)

Data Analysis
Classical Assumption Test
1. **Normality Test**
   This test aims to test whether, in the regression model, the perturbating or residual variables have a normal distribution. To find out whether the form of normal data is seen from the normal picture of the probability plot. The normal distribution will form a diagonal straight line, if so then the data is declared normal, here is a figure showing the normal P-Plot of the Regression Standardized Residual normality test.
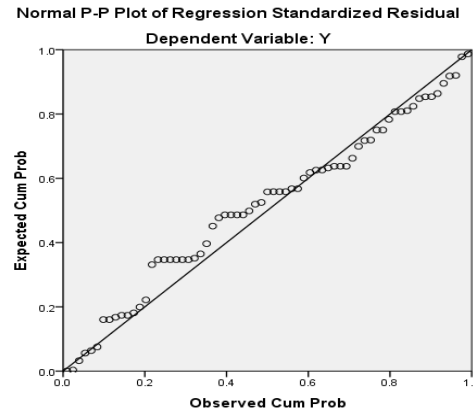
Figure. 2 Distribution Normality Test
Source: Primary data processed (2024)

2. **Multicollinearity Test**

The symptom of Multicollinearity is the lack of correlation between independent variables. This symptom is shown by a significant correlation between independent variables. A good regression model should not cause a correlation between independent variables. The detection of multicollinearity is known from the tolerance value and VIF, if the tolerance value is more than 0.1 or the VIF value is less than 10, the data is declared to have no symptoms of multicollinearity. The following is a table of the results of the multicollinearity test.

Table 10. Multicollinearity Test

Variable	*Tolerance*	VIF Value	Information
(X_1)	0,883	1,133	No symptoms of Multicollinity
(X_2)	0,636	1,571	No symptoms of Multicollinity
(X_3)	0,679	1,472	No symptoms of Multicollinity

Source: Primary data processed (2024)

3. **Heteroscedasticity Test**

This test aims to find out whether the regression of variance from residual is not the same from one observation to another. Symptoms of variance that are not the same are called heteroskedasticity symptoms, while the presence of the same residual variance symptoms from one observation to another is called homoscedasticity. Good data should not experience symptoms of heteroskedasticity, in this study a plot graph was used between the predicted values of the free and residual variables. The decision-making criteria are carried out if there is a certain pattern, then in the regression model it is suspected that there is a heteroskedasticity problem, and if there is no clear pattern and the dots spread above and below the numbers on the Y axis, then there are no heteroskedasticity symptoms. The following is a graphic image of the plot of the heteokeness test.
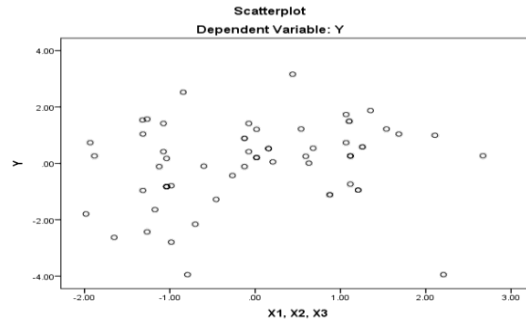
40

Figure 2. Heteroscedasticity Assumption Testing
Source: Primary data processed (2024)

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the influence of work ethics, work discipline and service on the satisfaction of members of the Batu City Sentosa Karya Market Traders Cooperative. The results of the multiple linear regression test are known in the following table.

Table 11. Multiple Linear Regression Test

Variable	B Unstandardized Coefficients	Information
Constant	1,191	Positive
(X_1)	0,579	Positive
(X_2)	0,578	Positive
(X_3)	0,649	Positive

Source: Primary data processed (2024)

According to Sugiyono (2017) explained that the multiple linear regression test is to determine the direction of influence between positive and negative. Based on the table, a regression equation can be made to measure the level of influence of the work ethics variable (X1), work discipline variable (X2), and service variable (X3) on Satisfaction of the Members variable (Y) using the regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$
$$Y = 1,191 + 0,579\ X_1 + 0,578\ X_2 + 0,649\ X_3 + e$$
$$= 2,997$$

Based on the regression equation, it can be interpreted that, for the value of the satisfaction variable as much as the constant value, which is 1.191, it means that the satisfaction value is declared high before being influenced by the variables of work ethics, work discipline and service. If the value of the variables X1, X2, and X3 increases by 1.806, then the total influence value is 2.997, so it can be understood that there is a high influence between variables. The regression equation value of each variable is as follows.

- Y = the satisfaction variable which is the bound variable and its value will be predicted by the work ethics variable (X_1), the work discipline variable (X_2), and the service variable (X_3).
- X_1 = regression coefficient (X_1) of 0.579 with a sign stating that the work ethics variable (X_1) has a positive influence on the Satisfaction of the Members (Y), this means that the better the support from work ethics can Satisfaction of the Members.

- $X_2 =$ regression coefficient (X_2) of 0.578 with a sign stating that the work discipline variable (X_2) has a positive influence on the satisfaction variable (Y), this means that the better the work discipline support can increase the Satisfaction of the Members.
- $X_3 =$ the regression coefficient (X_3) is 0.649 with a sign stating that the service variable (X_3) has a positive influence on the satisfaction variable (Y), which means that the better the support from the service can increase the Satisfaction of the Members.

Based on the multiple linear regression test, it is known that services have a dominant effect on the satisfaction of members of the Batu City Sentosa Karya Market Traders Cooperative with a regression coefficient value of 0.649.

Hypothesis Testing

1. Test t (partial)

Table 12. T Test Result

Variable	t count	t table	Sig t
(X_1)	4,746		0,000
(X_2)	3,853	1,997	0,000
(X_3)	5,031		0,000

Source: Primary data processed (2024)

The results of the t-test calculation are to determine the influence of each variable, namely.

a. The work ethics variable (X_1) had a significant effect on the satisfaction of members (Y) of the Batu City Sentosa Karya Market Traders Cooperative because the $t_{hitung} = 4,746 > t_{tabel}$ 1.997 with a significant value of 0.000 ($p < 0.05$), so that H_1 was accepted. This means that a good work ethic can support the satisfaction of the Members.

b. The work discipline variable (X_2) had a significant effect on the satisfaction of members (Y) of the Karya Sentosa Market Traders Cooperative in Batu City because the $t_{hitung} = 3,853 > t_{tabel}$ 1.997 with a significant value of 0.000 ($p < 0.05$), so that H_2 was accepted. This means that better work discipline can increase the satisfaction of the Members.

c. The service variable (X_3) had a significant effect on the satisfaction of members (Y) of the Karya Sentosa Market Traders Cooperative in Batu City because the $t_{hitung} = 5,031 > t_{tabel}$ 1.997 with a significant value of 0.000 ($p < 0.05$), so that H_3 was accepted. This means that the better the service the satisfaction of the Members.

2. F Test (Simultaneous)

Table 13. F Test

Variable	F hitung	F tabel	Sig F
Work ethic (X_1) Work discipline (X_2) Service (X_3)	19,868	2,751	0,000

The results of the F test obtained a value of Fcal (19,868) > Ftable (2,751) with a significant value (0.000) which means that together / a combination of work ethics variables (X_1), work discipline variables (X_2) and service variables (X_3) have a significant effect on the satisfaction of members (Y) of the Sentosa Kota Batu Karya Market Traders Cooperative, so that H_4 is accepted means that there is good work ethics, work discipline and good service can increase the satisfaction of cooperative members.

3. **Coefficient of Determination (R^2)**

Table 14. Coefficient of Determination (R^2)

Model	R Square
1	0,804

Source: Primary data processed (2024)

CONCLUSION

Based on the description that has been explained, it can be concluded that:
1. The results of the study prove that work ethics have a significant effect on Satisfaction of the Members of the Batu City Sentosa Karya Market Traders Cooperative, this means that better support from work ethics can increase member satisfaction. Work ethics affect member satisfaction such as polite employees in serving and cooperative employees serving according to ethics (polite).
2. The results of the study prove that work discipline has a significant effect on the Satisfaction of the Members of the Batu City Sentosa Karya Market Traders Cooperative, this means that better work discipline support is able to increase member satisfaction. Work discipline that affects satisfaction such as fast cooperative employees in meyalani and the schedule for opening the cooperative on time.
3. The results of the study prove that service has a significant effect on the Satisfaction of the Members of the Batu City Sentosa Karya Market Traders Cooperative, this means that good service is able to increase member satisfaction. Services that affect the Satisfaction of the Members provide services quickly, in a friendly, polite and patient manner.
4. The results of the study prove that simultaneously work ethics, work discipline and service have an influential contribution to Satisfaction of the Members of the Batu City Sentosa Karya Market Traders Cooperative, meaning that good work ethics, work discipline and good service are able to increase the satisfaction of cooperative members.

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