

The Factors that Influencing the Success of the Village Cooperative Unit (Kud) Madani Beach Fisheries in Bantan District Bengkalis Regency, Riau Province



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ABSTRACT: This research was conducted in 2023 at the Pantai Madani Fisheries Cooperative, Bantan District, Bengkalis Regency with the aim of: 1) Analyzing the success of the financial performance of the Pantai Madani Fisheries Cooperative in terms of financial ratios; 2) Knowing the factors that influencing the success of the Madani Beach Fisheries Cooperative. The method used in this research is a survey method using purposive sampling as a sampling technique that will be used as respondents. The number of respondents in this research is 25 cooperative members. The research results show that the current ratio is very good because the cooperative is able to cover its short-term liabilities, the solvency ratio on DER and DAR is in good condition where the cooperative's ability to cover its debts does not affect the management of cooperative assets and capital, the profitability ratio on ROE and also ROA is not good because activity has not been maximized, NPM is not good because sales are high but cannot produce large profits, NPM is not good because sales are high but cannot produce large profits, total turnover of receivable assets is very good, meaning the utilization of the activity ratio in receivables turnover is quite good, meaning that the collection carried out on assets is optimal to generate sales. The factors that influence the success of the Pantai Madani Fisheries Cooperative are economic scale, market failure, service benefits, profit generation in the area of value obtained from these variables 479,203/month, the value obtained is the quantitative value of goods and services from fishing activities that have been executed.

KEYWORDS: Village Unit Cooperative, Pantai Madani, Fisheries

I. INTRODUCTION

Village Cooperatives Unit (KUD) developed to improve the economic role of rural communities and is a cooperative formed by villagers from a village or group of villages that called village units, which is an economic unit of small communities. To achieve the purpose of the business activities carried out by the village Cooperatives unit (KUD) include various types of business (multi-purpose). The main function of the Village Cooperative Unit in general is to improve the quality of life of human resources and the economy of the community in its working area. Thus the cooperative activities of the village unit should provide economic benefits to the village community as its members by helping to meet the needs of its members.

One of the cooperatives that play a role in improving the welfare of the community is a fisheries cooperative or Mina KUD. Fisheries cooperatives are cooperatives whose members consist of entrepreneurs who own fishing equipment, laborers / fishermen whose interests and livelihoods are directly related to the fisheries business (Susanti et al., 2020). According to data from the Central Bureau of Statistics in 2022, Riau Province is the fourth province with the highest number of active cooperatives by province from 2019-2020. Bengkalis Regency is one of the districts in Riau Province with a total area of 11,481.77 Km² consisting of 26 large and small islands. More than half or 71.34% is a coastal area with natural potential suitable for fisheries businesses. This is also supported by a very strategic geographical location located on the east coast of Sumatra Island and the region is also directly facing the Strait of Malacca bordering Malaysia, which is one of the world's trade centers.

Bengkalis Regency has a fisheries cooperative that is still active today, located in Pambang Pesisir Village, Bantan District, namely the Madani Beach Fisheries Cooperative. Pantai Madani Fisheries Cooperative is the oldest fisheries cooperative in Riau Province which is still active until now and has 43 members who are generally fishermen. The benefits of the Madani Beach Fisheries Cooperative are very helpful to the surrounding community and especially cooperative members who work as fishermen in obtaining diesel fuel oil for the needs of fishing boats.

The purpose of cooperatives based on the law is to improve the welfare of its members. In achieving its goals, this fishermen's cooperative needs to be supported by good management. As an economic organization, the cooperative must maintain

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the sustainability of its business activities supported by the implementation of good management and will affect the success of cooperative performance. The success or failure of a cooperative can be seen from how the management works effectively and efficiently on financial performance in terms of financial ratios (Saputri, 2020). Nasution (1990) states that the success of KUD supports business activities and / or through the provision of goods and services needed that are closely related to the realization of economies of scale, improved market position, improved bargaining position, and greater possibilities in communication, information and innovation. Zulkarnaini (2010) states that the success of Mina KUD influenced by several factors, namely economies of scale, market power, service benefits, risk reduction, profit generation, smooth communication, completeness of information. The purpose of this study are 1) Analyzing the success of the financial performance of the Madani Coastal Fisheries Cooperative in terms of financial ratios; 2) Knowing the factors that influence the success of Madani Beach Fisheries Cooperative.

RESEARCH METHODOLOGY

Time and Location of the Research

This research was conducted from February 01 to March 01, 2023 at Madani Beach Fisheries Cooperative, Bantan District, Bengkalis Regency, as a case study. The research place was determined purposively with the consideration that the Madani Beach Fisheries Cooperative is the oldest fisheries cooperative in Riau Province and still survives today. The research was also conducted by survey to fishermen who are members of the Madani Beach Fisheries Cooperative.

Sampling Technique

The population and subject of this research is the Madani Beach Fisheries Cooperative. While the sample of this research is the management and also members of the cooperative totaling 25 people. The sampling technique used in this research is purposive sampling, namely determining the sample with certain considerations that the management and members are authorized persons in the Madani Beach Fisheries Cooperative.

Data Collection Technique

The data collection technique that will be used in the study is to look at the type of data needed in the study, namely financial aspects, success factors, member welfare. financial aspects using parameters of assets, capital, net income. success factors using parameters of economic benefits, service benefits, market power, profit generation, ease of communication, completeness of information.

Data Analysis

a. Financial Ratio Analysis

The method used to measure the success of cooperative performance in aspects is financial ratio analysis. Analysis of financial statements using the calculation of ratios with the time series analysis method in order to evaluate the financial condition of the cooperative in the past, present and future. The financial ratio used is the profitability ratio, namely Return on Investment. Return on Investment (economic profitability) is the ability to generate profits from all capital (both outside capital and own capital) used to generate profits.

$$\text{Return On Investment} = \frac{\text{Net Profit}}{\text{Equity Capital}} \times 100\%$$

b. Analysis of Factors Affecting the Success of Madani Beach Fisheries Cooperative

Descriptive analysis is a research method by collecting data in accordance with the actual then the data is compiled, processed and analyzed to be able to provide an overview of the existing problems. In descriptive analysis, data is usually displayed in the form of ordinary tables or frequency tables, graphs, bar charts, line diagrams, pie charts, measures of data concentration, measures of data distribution and so on (Sugiyono, 2018). The factors that influence the success of cooperatives are the benefits of economies of scale, market failure, service benefits, profit acquisition in other fields.

RESULTS AND DISCUSSION

The fisheries cooperative that is still active is called the Madani Beach Fisheries Cooperative. Pantai Madani Fisheries Cooperative abbreviated as KPPM is one of the cooperatives engaged in the fisheries sector serving coastal communities (fishermen) in the coastal area of Bengkalis Island. Administratively, the cooperative's working area is located on Jalan Pembangunan Parit III, Pambang Pesisir Village, Bantan District, Bengkalis Regency, Riau Province. The cooperative was established on September 6, 1999 in accordance with the Decree of the Minister of Cooperatives, Small and Medium Entrepreneurs of the Republic of Indonesia Number: 429/BH/KDK4.2/1.2/IX/1999. On April 21, 2004 this cooperative underwent a change of legal entity, with its new legal entity in accordance with the decision of the Minister of Cooperatives, Small and Medium Enterprises of the Republic of Indonesia with its decision letter Number: 429a/BHK/PAD/Diskop/IV/2004.

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The establishment of this cooperative began with the presence of the Laksana Samudra Non-Governmental Organization (NGO) which eventually turned into a cooperative. The establishment of this cooperative was based on the desire of coastal communities (fishermen) to prosper together through cooperatives and in 1999 a cooperative was established under the name Pantai Madani Fisheries Cooperative. The first business carried out by the cooperative was the business of accommodating and distributing the catches of member fishermen to fish traders (buyers) and the cooperative's business grew from one business unit to other business units such as the business unit for procuring spare parts for fishermen's needs, the fuel distribution business unit, the general trading unit and the savings and loan business unit. But over time, the fish buying and selling business unit, the spare parts procurement business unit, and the savings and loan business unit were discontinued due to various obstacles. So that the business unit that still survives and continues to grow in the last 5 years (2017-2021) is only the distribution of Biosolar fuel oil (BBM).

Madani Beach Fisheries Cooperative generally has 43 fishermen as members and currently there are 25 fishermen. This cooperative has several business units, namely buying and selling fish, selling spare parts, and distributing fuel oil (BBM), but in 2009 several business units began to be inactive, such as buying and selling fish, selling spare parts, and saving and borrowing, and only one business unit is still active now, namely the distribution of fuel oil (BBM).

Financial Ratio Analysis

Liquidity Ratio

Current Ratio

Table 1. Current ratio of Madani Beach Fisheries Cooperative in 2017-2021

Years	Current Assets (Rp)	Current Debts (Rp)	Current Ratios (%)	Kategori
2017	453.058.706	164.510.706	275,40	Pretty Good
2018	462.941.191	130.430.805	354,93	Not good
2019	448.657.949	121.242.994	370,05	Not good
2020	437.710.911	108.072.287	405,02	Not good
2021	466.980.201	108.339.028	429,06	Not good
Total			1834,45	
Average			366,89	Not good

In 2017 the current ratio (current ratio) was 275.40%, which means that every Rp100 of current debt is guaranteed by current assets of IDR 2.75, in 2018 the current ratio (current ratio) was 354.93%, which means that every Rp100 of current debt is guaranteed by current assets of IDR 3.54, in 2019 the current ratio (current ratio) was 370, 05% which means that every Rp100 of current debt is guaranteed to be returned by current assets of IDR 3.70, in 2020 the current ratio (current ratio) is 405.02% which means that every Rp100 of current debt is guaranteed to be returned by current assets of IDR 4.05, while in 2021 the current ratio (current ratio) is 431.04% which means that every Rp100 of current debt is guaranteed to be returned by current assets of IDR 4.31.

The current ratio from 2017 to 2021 has increased. This increase in current assets is due to increased cash and receivables so that the greater the funds owned by the cooperative at that time and the increase in current debt due to additional accounts payable. The current ratio of the Madani Beach Fisheries Cooperative from 2017 to 2021 is in a category that is not good because the average ratio reaches 367.29%. This is reinforced by the results of research from Dina (2018) where the level of current ratio of the Harapan Suci Insani Women's Cooperative from 2013 to 2016 was in a bad category because the average ratio reached 443.21%.

In this case the cooperative is in an over liquid state, which means that there are excess current assets used by the cooperative to cover its short-term debt and make some current assets idle. This statement is reinforced by the theory of Sawir (2009) where the current ratio that is too high is not good because it shows a lot of idle funds which in turn can reduce the company's ability.

Solvency Ratio

Debt to Equity Ratio

Table 2. Debt to equity ratio of Madani Beach Fisheries Cooperative 2017-2021

Years	Debts Total (Rp)	Capitals Total (Rp)	Debt to Capital (%)	Kategori
2017	283.498.706	332.841.003	85,18	Good
2018	281.799.757	343.674.095	82,00	Good

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2019	261.183.375	349.182.319	74,80	Good
2020	236.584.096	360.047.892	65,71	Very Good
2021	227.827.028	385.304.250	59,13	Very Good
Total			366,81	
Average			73,36	Good

In 2017 the debt to equity ratio of 85.18% was guaranteed with a net worth of Rp0.85, in 2018 the debt to equity ratio of 82% was guaranteed with a net worth of Rp0.82, in 2019 the debt to equity ratio of 74, 90% is guaranteed with a net worth of IDR 0.74 and in 2020 the debt to equity ratio of 65.71% is guaranteed with a net worth of IDR 0.65, while in 2021 the debt to equity ratio of 59.13% is guaranteed with a net worth of IDR 0.59.

The ratio of debt to equity ratio of Madani Beach Fisheries Cooperative from 2017 to 2021 has decreased. Total debt decreases every year while total capital increases from 2017 to 2021 so that the smaller the burden on cooperatives in guaranteeing their capital to pay cooperative debts. The debt to equity ratio of the Madani Beach Fisheries Cooperative from 2017 to 2021 is in a good category because the average ratio is 73.36%. This is reinforced by the results of research from Sari (2019), where the average debt to equity ratio of the Mina Jaya Fisheries Cooperative from 2014 to 2018 is 24.69%, which means it is in very good condition, which means that cooperative debt has no effect on capital management.

Debt to Asset Ratio

Table 3. Ratio of debt to assets (debt to asset ratio) of Madani Beach Fisheries Cooperative in 2017-2021

Years	Debts Total (Rp)	Assets Total (Rp)	Debt to Asset Ratio (%)	Kategori
2017	283.498.706	616.339.708	46,00	Good
2018	281.799.757	625.473.852	45,05	Good
2019	261.183.375	610.365.693	42,79	Good
2020	236.584.096	596.631.989	39,65	Very Good
2021	227.827.028	613.131.278	37,16	Very Good
Total			210,65	
Average			42,13	Good

In 2017 the debt to equity ratio of 46.00% is guaranteed with assets of IDR 0.46, in 2018 the debt to equity ratio of 45.05% is guaranteed with assets of IDR 0.45, in 2019 the debt to equity ratio of 42, 79% is guaranteed with assets of IDR 0.42, in 2020 the debt to equity ratio of 39.65% is guaranteed with assets of IDR 0.39 and in 2021 the debt to equity ratio of 37.16% is guaranteed with assets of IDR 0.37. Based on the data analysis above, the ratio of debt to equity ratio of Madani Beach Fisheries Cooperative from 2017 to 2021 has decreased. Total debt has decreased every year while total assets have fluctuated every year.

The debt to equity ratio of the Madani Coastal Fisheries Cooperative from 2017 to 2021 is in the good category because the average ratio is 42.13%. The cooperative is able to guarantee its debts well through its assets or assets, because the value of total assets can be properly balanced by total debt. This is in line with the results of Dewi's research (2015), the decreasing value of DAR, the better PT Energi Mega Persada Tbk is in managing its debt.

Profitability Ratio

Return on Equity

Table 4. Ratio of return on equity of Madani Beach Fisheries Cooperative in 2017-2021

Years	SHU (Rp)	Capitals Total (Rp)	ROE (%)	Kategori
2017	5.552.991	332.841.003	1,67	Not Good
2018	31.819.887	343.674.095	9,26	Pretty Good
2019	29.875.226	349.182.319	8,56	Pretty Good
2020	27.758.709	360.047.892	7,71	Less Good
2021	38.299.583	385.304.250	9,94	Pretty Good
Total			37,13	
Average			7,34	Less Good

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In 2017 the return on equity ratio was 1.67%, which means that every Rp100 of equity capital generated a profit of Rp0.01. In 2018 it generated a profit of Rp0.09. In 2019 it generated a profit of Rp0.08. In 2020 it generated a profit of IDR0.07 and in 2021 it generated a profit of IDR0.094. Based on the data analysis above, the ratio of return on equity of the Madani Beach Fisheries Cooperative in 2017 up to 2021 has fluctuated. The ratio of return on equity that has increased is from 2017 to 2018. Then in 2018 to 2020 it decreased and in 2021 it increased again. This increase occurred because SHU and total capital increased from the previous year. Then the decline occurred because SHU decreased but total capital increased.

The return on equity ratio of the Madani Beach Fisheries Cooperative from 2017 to 2020 is in the poor category because the average ratio is 7.34%, which means that the cooperative has not been able to generate profits properly through its capital. This is in line with the results of research from Atmojo (2015), that the financial performance of KPRI Bina Sejahtera based on the level of return on equity rentability gets an average of 6.7% with poor criteria. This shows that the cooperative is less able to produce the remaining results of its business obtained from the capital owned by the cooperative.

Return on Assets

Table 5. Ratio of return on assets of Madani Beach Fisheries Cooperative in 2017-2021

Years	SHU (Rp)	Assets Total (Rp)	ROA (%)	Kategori
2017	5.552.991	616.339.708	0,90	Less Good
2018	31.819.887	625.473.852	5,09	Pretty Good
2019	29.875.226	610.365.693	4,89	Pretty Good
2020	27.758.709	596.631.989	4,65	Pretty Good
2021	38.299.583	613.131.278	6,25	Pretty Good
Total			21,78	
Average			4,36	Pretty Good

In 2017, the ratio of return on assets (return on assets) was 0.90%, which means that every Rp100 generated a profit of Rp0.09, in 2018 it generated a profit of Rp0.05, in 2019 it generated a profit of Rp0.04, in 2020 it generated a profit of Rp0.04 and in 2021 it generated a profit of Rp0.06. Based on the data analysis above, the ratio of return on assets of the Madani Beach Fisheries Cooperative from 2017 to 2021 has fluctuated. The ratio of return on assets (return on assets) which increased from 2017 to 2018 then decreased from 2018 to 2020 and increased again in 2021.

The ratio of return on assets of Madani Beach Fisheries Cooperative from 2017 to 2021 is in a fairly good category because the average ratio is 4.36%. This is in line with the results of research from Atmojo (2015), that the financial performance of KPRI Bina Sejahtera based on the level of profitability obtained over the last three years from the level of return on assets obtained a percentage of 4.7% with fairly good criteria, which means it shows that the cooperative is quite good at producing the remaining results of its business obtained from the management of cooperative assets.

Net Profit Margin

Table 6. Net profit margin of Madani Beach Fisheries Cooperative in 2017-2021

Years	SHU (Rp)	Sales Total (Rp)	NPM(%)	Kategori
2017	5.552.991	2.120.924.500	0,26	Not Good
2018	31.819.887	3.005.612.640	1,06	Less Good
2019	29.875.226	3.572.233.056	0,84	Not Good
2020	27.758.709	2.107.468.660	1,32	Less Good
2021	38.299.583	3.419.607.725	1,12	Less Good
Total			4,59	
Average			0,92	Not Good

The net profit margin of the Madani Beach Fisheries Cooperative from 2017 to 2021 is in the bad category because the average ratio is 0.92%, which means that the cooperative's performance has not been able to maximize its profits. In line with research from Suwarni (2019), that based on the calculation of the net profit margin of the Republic of Indonesia Employee Cooperative "Angkasa" Radio Republik Indonesia Yogyakarta in 2012, 2014, 2015 and 2016, it is included in the good criteria because it has a percentage value whose ratio interval is $\geq 15\%$. Although the cooperative has not been able to maximize its profits, the cooperative has been able to meet the needs of its members in obtaining Biosolar fuel oil, which means that the

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cooperative has provided benefits for its members even though the cooperative does not generate high sales.

Activity Ratio

Receivable Turnover

Table 7. Receivable turnover of Madani Beach Fisheries Cooperative in 2017-2021

Years	Sales Total (Rp)	Receivables (Rp)	Receivables Turnover (times)	Category
2017	2.120.924.500	331.310.168	6,40	Less Good
2018	3.005.612.640	336.776.007	8,92	Pretty Good
2019	3.572.233.056	288.986.461	12,36	Very Good
2020	2.107.468.660	293.623.322	7,18	Less Good
2021	3.419.607.725	331.036.623	10,33	Good
Total			45,19	
Average			9,04	Pretty Good

Based on the data above, the receivable turnover of the Madani Beach Fisheries Cooperative from 2017 to 2021 has fluctuated due to total sales and receivables that fluctuate every year. The receivable turnover of the Madani Coastal Fisheries Cooperative Cooperative is in the bad category because the average ratio is 9.04 times, which means that the collection of receivables carried out by the cooperative has been carried out efficiently so that the capital tied up in receivables returns quickly to cash. In line with the results of Dimas' research in Nur et al (2020) that RTO Koptan Tumpang Sari in 2011 was 2 times while in 2012 it was 0.82 times and in 2013 it was 0.03 times indicating that the collection of receivables was considered unsuccessful because the turnover of receivables was very small.

Total of Asset Turnover

Table 8. total of asset turnover of Madani Beach Fisheries Cooperative in 2017-2021

Years	Sales Total (Rp)	Assets Total (Rp)	Total of Turnover Assets (kali)	Category
2017	2.120.924.500	616.339.708	3,44	Good
2018	3.005.612.640	625.473.852	4,81	Very Good
2019	3.572.233.056	610.365.693	5,85	Very Good
2020	2.107.468.660	596.631.989	3,53	Very Good
2021	3.419.607.725	613.131.278	5,58	Very Good
Total			23,21	
Average			4,64	Very Good

The ratio of total asset turnover of the Madani Coastal Fisheries Cooperative from 2017 to 2021 fluctuates, because the total sales and total assets of the cooperative fluctuate every year. The total asset turnover of the Madani Coast Fisheries Cooperative is in the very good category because the average ratio is 4.64 times. This is in line with research from Darmawati (2022) showing that in terms of asset turnover PT Hero Supermarket Tbk in 2016-2018 tends to fluctuate but the turnover is still below the standard financial ratio of at least 5 times. If the turnover is slow (low), then the capacity will be too large or the availability of many fixed assets so that it is less useful. Another possibility is that the investment in fixed assets is usually higher than the value of the output obtained. The higher this ratio, the more effective the fixed asset turnover.

Factors of Affecting the Success of Madani Beach Fisheries Cooperative

The success of the Madani Coastal Fisheries Cooperative is influenced by several factors, such as economies of scale, market failure, service benefits, profit in other fields. These factors are used as variables (X1,X2,X3,X4,) which are variables that cause the change or the emergence of the dependent variable, in the concept of independent variables it is found that this variable becomes the emergence of variables (Y1,Y2,Y3,Y4) namely fishermen's income, market needs, service satisfaction, and accounts receivable.

Effect of economic scale (X1) on fishermen's income (Y1)

Economies of scale are a description that occurs in decreasing production costs as production volume increases. The effect of economic scale on fishermen's income can be seen in Table 9.

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Table 9. Coefficientsa Effect of Economic Scale on Fishermen's Income

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.789	.085		9.287	.000
	Economies scale	.211	.174	.245	1.213	.237

a. Dependent Variable: Fishermen Income

The constant value of 0.789 means that it is positive towards the economic scale and the economic scale has a value of 0.211 which is the regression coefficient and has a positive effect on fishermen's income. It can be concluded that the effect of economic scale on fishermen's income has a strong relationship.

Effect of market failure (X2) on market needs (Y2)

Under market failure conditions, economic resources in the lives of fishermen are valued based on a more favorable price level, therefore it is very important to see how the effect of market failure on market needs. The effect of market failure on market demand can be seen in Table 10.

Table 10. Coefficientsa Effect of Market Failure on Market Needs

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.500	.154		3.253	.004
	Market Failure	.233	.198	.238	1.176	.252

a. Dependent Variable: Market Needs

The effect of market failure on market needs has a constant value of 0.500, which means that it is positive towards market failure and market failure has a value of 0.233 which is the regression coefficient and has a positive effect on market needs, the results showed that the effect of market failure on market needs has a strong relationship.

The effect of service benefits (X3) on service satisfaction (Y3)

One of the reasons fishermen join the cooperative is because fishermen can get services related to daily needs and support, such as obtaining capital loans easily and cheaply, low tax burden, and better market information. The effect of service benefits (X3) on service satisfaction (Y3) can be seen in Table 11.

Table 11. Coefficientsa Effect of Service Benefits on Service Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.524	.104		5.030	.000
	Service Benefit	.476	.260	.356	1.829	.080

a. Dependent Variable: Service Satisfaction

The effect of service benefits on service satisfaction is seen from the constant value of 0.524, which means that it is positive for service benefits and service benefits have a value of 0.476 which is the regression coefficient and has a positive effect on service satisfaction, these results indicate that the effect of service benefits on service satisfaction has a strong relationship.

The effect of profit generation (X4) on accounts receivable (Y4)

The effect of profit generation (X4) on accounts receivable (Y4) can be seen in Table 12.

Table 12. Coefficientsa The Effect of Profit Gains on Accounts Receivable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.400	.152		2.627	.015
	Profit Gains in Other Fields	-.133	.197	-.140	-.678	.504

a. Dependent Variable: Accounts Receivable

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The effect of profit acquisition in other fields on accounts receivable is seen from the constant value of 0.400, which means that it is positive towards profit acquisition in other fields and profit acquisition in other fields has a value of -0.133 which is the regression coefficient and has a negative effect on accounts receivable, it can be concluded that the effect of profit acquisition in other fields on accounts receivable has a weak relationship.

There are many other benefits that can be obtained by fishermen by joining a cooperative. The benefits received by fishermen are that they can reduce information costs, transaction costs and also other costs that were previously borne individually but after cooperating can be distributed together, including distributing the risk of capital returns and also a greater level of profit.

The results of the research that has been conducted are in line with the research of Hartadi et al., (2013) which explains that if the constant value is positive it will have a positive effect on the independent variable, and vice versa if the constant is negative it will have a negative effect on the independent variable. Meanwhile, if the independent value is positive, it will have a positive effect on the dependent variable, and if the independent value is negative, it will have a negative effect on the dependent variable. To see the relationship between variable (X) and variable (Y), it is observed based on the value that arises in the Standardized Coefficients, if the result is negative, it can be interpreted that the relationship is weak and if the result is positive, it can be said that the relationship between the variables is strong.

The results of simple linear regression analysis are the results obtained from the influence of variable X which consists of economic scale, market failure, service benefits, profit gain in other fields as variables (X1,X2,X3,X4) and variable Y, namely fishermen's income, market needs, service satisfaction, and accounts receivable as variables (Y1,Y2,XY3,Y4), to see the effect of variable X on variable Y, using the Fuji formula, 2017:

$$Y = Y1X1 + Y2X2 + Y3X3 + Y4X4$$

$$Y = \text{Constant}$$

$$Y1 = \text{Fishermen's income}$$

$$Y2 = \text{Market needs}$$

$$Y3 = \text{Service satisfaction}$$

$$Y4 = \text{Accounts receivable}$$

$$X1 = \text{Economies of scale}$$

$$X2 = \text{Market failure}$$

$$X3 = \text{Service benefits}$$

$$X4 = \text{Profit gain}$$

$$Y = Y1X1 + Y2X2 + Y3X3 + Y4X4$$

$$Y = 0.789(0.211) + 0.500(0.233) + 0.524(0.476) + 0.400 (-0.133)$$

$$Y = 166.479 + 116.500 + 249.424 + (-53.200)$$

$$Y = 479,203/\text{month}$$

It can be seen that the value obtained is 479,203/month. Nazhar (2013) states that to obtain the economic value of an activity that provides quantitative value, it is measured in units (Rp). The value that has been obtained is the quantitative value of goods and services from the activities of fishermen that have been carried out.

CONCLUSION

1. The current ratio is very good because the cooperative is able to cover its short-term liabilities but there are excess assets or over liquid so as to reduce the ability of the cooperative. Solvency ratios on DER and DAR are in good condition where the cooperative's ability to cover its debts has no effect on the management of cooperative assets and capital. Profitability ratios on ROE and ROA are not good because they have not maximized the assets and capital of the cooperative to generate profits while NPM is not good because of high sales but cannot generate large profits. fast while receivable total asset turnover is very good meaning that the utilization of the activity ratio on receivable turnover is quite good meaning that the collection of receivables made by assets is maximized to generate sales. Of the 8 ratios reviewed, NPM reduces the performance of the cooperative because the capital owned by the cooperative is not able to generate large profits, the current ratio also reduces the performance of the cooperative because there is no maximum utilization of cash so that many funds are idle.
2. Factors affecting the success of the Madani Beach Fisheries Cooperative are economies of scale, market failure, service benefits, profit in other fields which are used as variables X1, X2, X3, X4 and fishermen's income, market needs, service satisfaction, and accounts receivable are used as variables Y1, Y2, Y3, Y4. The effect of variable X1 on Y1 has a positive value, meaning that it has a strong relationship, as is the case with variable X2 on Y2 and X3 on Y3. Meanwhile, the effect of variable X4 on Y4 is negative, meaning that there is a weak relationship between variable X4 and variable Y4. While the value obtained from these variables is 479,203 / month, the value that has been obtained is the quantitative value of goods and services from the activities of fishermen that have been carried out.

RECOMMENDATIONS

The Factors that Influencing the Success of the Village Cooperative Unit (Kud) Madani Beach Fisheries in Bantan District Bengkalis Regency, Riau Province

1. The Madani Coast Fisheries Cooperative is expected to maximize the utilization of cash or idle funds for business unit capital, development of new business units or expansion of business units so that the profit obtained by the Madani Coast Fisheries Cooperative will increase.
2. The effect of profit acquisition in other fields on accounts receivable obtained negative results, meaning that it has a weak relationship, for that Madani Coastal Fisheries Cooperative must pay more attention to profit acquisition on accounts receivable from activities carried out by fishermen.

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