THE ANALYSIS ON THE FACTORS THAT INFLUENCED THE RELATIONSHIP BETWEEN U.D GLORIA AND COOPERATIVES

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Abstract: Nowadays, so many “Home Industries” are opened in Surabaya. One of the reasons to have a business in Home Industry is that is considered as a place to socialize or social exchange, satisfying needs of people with a high need for socialization. It’s a booming business in town such as Surabaya because Home Industry “UD. GLORIA” produces its products like “Bed Cover and Bed Sheet” and offers those products to 42 cooperatives in Surabaya. On the other hand, the producer gets hard time to sell the products because there are many competitors instead of U.D GLORIA as the only Home Industry in Surabaya. As a result of this, every Home Industry must have strong and clear concepts of management, as well as better understanding of customer’s needs and wants. For that reason, in this paper, the writer would like to conduct a survey of importance of Home Industry “U.D. GLORIA”, especially focusing on the good quality in having relationship with Cooperative (Retailers) to satisfy the customers’ need and want in products, which will the help the management of U.D GLORIA to boost its company’s performance and to be a good competitor in the market place. By using T-test analysis, the writer trying to define what variables is the most important for a Home Industry toward producing the high and good quality in products and how should the good quality of relationship of the Home Industry (U.D GLORIA) to Cooperative is influenced by seven variables, such as price, product quality, stock management, packing, delivery, terms of payment and receipt and return policy so that the producer can make an improvement for its company performance towards customer satisfaction via Retailrs, which is Cooperative as the mediator to sell the products which are “Bed Cover and Bed Sheet”.

Keyword: Customer’s Needs, Relationship Marketing, Customer Satisfaction

INTRODUCTION

Many Western people use “Bed Cover” because is there, the weather is cool, and here, because the technology is more develop every single time, such as: air conditioner appeared. Since the time is running so fast, and many people have built a lot of factories that produce Bed Cover and Bed Sheet so that the quality of sewing machines and number of human resources that will be used in the future will be increasing.

Many citizens in Surabaya as generally, do not know about Air Conditioner. Fan is only the tool to be used at the time; as a result, people rarely use Bed Cover as the bed’s complement. The reason is because Bed Cover is more suitable used in cool area to warm the body up. However, nowadays, most people have been used air conditioner (A.C) as the need because the temperature is very hot, and the conditioner inside the house can keep
clean, neat and beautiful to been seen. Also, to decrease the dust that comes into the house. All of these reasons influences people to buy AC (Air Conditioner). After that, Bed Cover is just bought even though it is not the primary thing in human beings’ live.

Furthermore, the interior designers adjust the room’s colors or wall papers with the Bed Cover so it will add the beauty inside the room; as the result, the consumers are interested to buy the products that the manufacturers are offered. Generally, in many hotels, in big cities, such as Surabaya, more concerned to using Bed Cover inside the bedroom and became a general habitual to make the guests comfortable in making a rest to the bed that will be used always clean and free from dust. Bed Cover is opened when the guests will check in or stay in that hotel.

From all explanation above, so the writer takes a topic, which is “The Analysis On The Factors That Influenced The Relationship Between U.D Gloria And Cooperatives In Surabaya, 2007”.

Statement of Problem:

1. How the good quality of the relationship between U.D Gloria and Cooperatives can be reached.

2. What the dominant factors that influenced the quality of the relationship between U.D GLORIA and Cooperatives is

Objective of the Research

To determine the chosen dominant factors that influence the quality of the relationship U.D GLORIA and cooperatives

Theoretical

Definition Of Marketing

According to Armstrong (1996), marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value others. Furthermore, the American Marketing Association (2002) explains marketing is the process of the planning and executing the conception,
pricing, promotion, and distributor of ideas, goods, services to create exchange that satify individual and organizational goals.

Finnaaly, Kotler (2006) says marketing is everywhere. Formally of informally, people and organizations engage in a vast number of activities that could be called marketing. Also, Marketing deals with satificying and meeting human and social needs. One of the shortest definations of markeing is “meeting needs profitably”.

All defintion above has similarity that marketing refers to service and demand that people wnated to achived goals. As the rsult, the writer can conclude marketing is all activities which snatch company’s work, started by identifying the consumer needs and deciding a product that will produce and decide the comperative price by using consigment system.

**Relationship Marketing**

Relationship marketing is the process of creating, maintaining, and enhancing strong, value-laden relationships with customers and other stakeholders (Kotler, 2006). Beyond creating short-term transactions, marketers need to build long-term relationship marketing valued customers, distributions, dealers and suppikers. In addtion, relationship marketing involves cultivting the right kind of relationships with the right constituent groups.

There are several requirements that are needed within the relationship marketing. First, both parties ( manufacturer and retailer) are triying together to make the product sold out with the maximized profit. Seondly, all of the company’s departemens work together with marketing as a term to serve the customer. Third, both parties should have a goal, which is to delivery long-term customer satification, and lastly, the development of strong relationships requires an understanding of the capabilities and resources of different groups, as well as teir needs, goals and desires.
Price

Definition of Price

According to Buttle (1995) explains that price is “the summation of all sacrifices made by a consumer in order to experience the benefits of a product”. Moreover, (Cox 2000) argues price has traditionally been determined by the cost of goods and then adding a bit to cover profit. Lastly, Kotler (2006) tell price is “An amount of money that must be paid for product or a service and value exchanged by the customers to exploit, to have or use a product or service.

As result, it can be concluded that price is a method used by producers to be fixed so that it can influence the customers’ choices for the products, and price is became one of the measurement to determined value of products, and price is something that customers sacrifice to fulfill needs and wants or to get something valuable in customer’s perception. Moreover, the producer has an objective that has been chosen to determining pricing of the product, which is “Net profit sales”. The word refers to price has reached in sales meant to corner the infestation repeatedly. The capital used in a company got from its profit, and the profit got when the selling price is higher than the total expenses.

Pricing Method

There are several methods of pricing, which are: mark-up, net-profit, net sales and mark-down (Cox 2000). Mark-up means the amount added to the cost of goods to give the required retail selling price, Net profit is net sales less net cost of goods less operating expenses; Net sales refers to gross sales less return and allowances, and Mark-down defines a reduction on the normal retail selling price. Many retailers usually use mark-up to maximize the profit; however, mark-down is used when the stock of good is still too much in the warehouse so that many retailers like to sell good quickly by giving discount.

Product Quality

According to Kohns (1998) argues products is good goods grown manufactured and available for sale. In addition, (Cox, 2000) explains product is anything that can be offered to a market that might satisfy a need. However Selfridge (2002) says product is to
have the right goods at the right time, in the right place, in the right quantity, and at the right price.

After comparing three different definitions of product, the writer concludes product is thing produced in which its quantity obtained by multiplication. Besides talking about the product, the writer also discusses about definition of “Quality”. According to American Society for Quality Control’s (1993) stated that quality is the totality of features and characteristics of a product or service that beras on its ability to satify stated or implied needs.

Nevertheless, Nickels (1997) suggests, nowadays firms defined quality as providing consumers with high-quality goods and services that go beyond the expected. Finally, Hill (2005) explains quality is meeting customer expectations and achieving or reaching the higher standards against being satisfied with the fraudulent.

As the result comparing the definition of “Quality”, the writer concludes quality is the ability of a product or service to reliably do what it is supposed to do and to satisfy customers’ expectation; also, something that distinguishes a person or thing with high standard of goodness or worth. Product quality means the ability of a product to perform its functions. It includes the product’s overall durability (lasting for a long time), reliability (that may be relied on), precision (accuracy), ease of operating and repair, and other value attributes (Armstrong 1996). Some examples of product quality are a Roll Royce, a Sub Zero refrigerator, and a Rolex watch. Furthermore, three factors that impact to product quality is material, pattern and type.

**Product Classification**

Product can be classified based on the basis of characteristics durability, tangibility, and use (Kotler, 2006). According to durability and tangibility goods, products can be classified into three groups, which are non-durable goods (tangible goods normally consumed in one or few uses, like beer and soap; durable good (tangible goods that normally survive many uses: refrigerator, machine tools and clothing) and services (intangible, inseparable, variable, and perishable products). On the other hand, according to consumer goods, products are divided into four aspects, which are convenience goods
tobacco products, soaps and newspapers); shopping goods (goods that the consumer, in the process of selection and purchase, such as furniture, clothing, used cars and major appliances); specially goods (a sufficient number of buyers are willing to make a special purchasing effort, such as cars, stereo components, and men’s suits), and unsought goods (those the consumer does not know about or does not normally think of buying like smoke detectors).

Summary of those decisions above is any consumers have to see very clearly which the important product should be bought first without wasting the consumers’ money by looking at the product classification.

**Stock Management**

The purpose of a stock management system is to provide information on the amount of merchandise in stock and its condition (Cox, 2000). Moreover the author also said that stock control is important because of involving the maintenance of a correct balance between the range carried and the sales to which it gives rise. If correct stock levels are kept the problems which arise are as follows: first, too little stock. If refers to the merchandise will not generate the full potential sales volume. Therefore, the business will the stuck, and the business the create the vulnerability of competition. The second problem is too much stock. It defines that interest chargeable on the stock investment will reduce gross and thus net margins. As a result, the stock will be damaged, and the money will be stooped. There are two kinds of inventory control, which are periodic and perceptual inventory (Cox 2000). Periodic inventory is one method of keeping track of inventory by counting the stock on hand one, twice or more times per year on a specific date. It also a costly and time consuming procedure and, although suitable for accounting purpose, periodic, inventory control is rarely sufficient for decision-making purposes.

However, perceptual inventory refers to provide information on a continuous basis by monitoring merchandise movements into the store (deliveries) and out of the store (sales). Moreover, it provides up-to-date information which can be used both for accounting and managerial purpose. The main disadvantage is the cost of operating such a system due to its complexity.
Packaging

According to Cox (2000) packaging is important to the retailer who may decide to accept or reject a pack just on the basis of its design rather than its contents, such as because of this dimensions or it’s “stack ability”. However, Kotler (2006) says packaging can be defined as all the activities of designing and producing the container for a product. Packages might include up to three levels of material, which are primary package, secondary package and shipping package. Moreover, well-designed packages can create convenience and promotion value, and the package is the buyer’s first encounter with the product and is capable oftring the buyers on or off.

Developing an effective package requires a number of decisions. From the perspective of both the firm and consumers, packaging must achieve a number of objective, such as: identify the brand, convey descriptive and persuasive information, and facilities product transportation and protection, assist at-home storage and aid product consumption.

Delivery

Delivery refers to how will the product or services delivered to the customer. Delivery includes speed, accuracy, and care attending the delivery process (Kotler, 2006). One kind of delivery is direct delivery. It refers to the producer is sending the goods directly to the retailers by itself. Some multiple chains have supplies’ invoices routed to a central accounts section at head office and have goods delivery direct to their branches from manufacture.

There are several advantages and disadvantages of direct delivery, which are:

1. Advantages, such as: elimination of central warehouse costs and saving valuable time in unpacking, making, repacking and transport of good to branches.

2. Disadvantages, such as: retailer could lose substantial quantity discounts for bulk purchase and delivery to a single warehouse address; a less balance and less up-to-date allocation to branches is possible if manufacturers delivery direct and returnable cartons and other empties may remain in branches for too long.
Therefore, direct delivery will be conducted by the company to make sure that the good are sent arriving in the right time without canceling the transaction and avoiding the disadvantages. A producer is delivered the goods that have been ordered by the retailers, the quantities of the orders are always correct, and the producer hires a driver to send the goods by using a pick up box. When the goods are arriving at the place, the manager of the store checks the goods. If the goods were correct, the producer had given the receipt to the retailer to keep it as the record for the retailer’s inventory to pay the bill next month. The receipt of good is the basic principle of good basic principle to ensure that the goods conform to the buyer’s order, to ensure that the goods conforms to the charge made for them (copy order an invoice must be compared at the same stage), and to expedite the speedy transaction of goods to the point sale.

There can be considerable problems associated with the provision of a delivery service and it is essential to set up a system to handle the problems. The greatest one is minimizing cost, particularly in situations of considerable variation in demand. Also, when customers purchase products, the possession is needed. If a delivery service is provided customer dissatisfaction can be caused if delivery is not on time or the product is damaged in transit. Delivery problems are also caused if the customer is not on time or the product damaged in transit. Delivery problems are also caused if the customer is not home on the agreed delivery date—some retailers try to minimize this by phoning the customer before delivery. Certain types of merchandise will require more than delivery and the retailer should determine to offer an installation service either free or for a small additional payment.

**Terms of Payment**

The provision of credit to customers by retail organizations has now become very common, particularly for costly items like large electrical products, furniture, cars and even clothing. In order to compete, most companies in these particular sectors, even discounters, offer some form of credit. One of types of credit is monthly account or charge account. This type of account is operated typically by department stores and normally there is no additional (interest) charge to the customer as long as accounts presented are paid promptly (Cox, 2000).
However, there are several advantages and disadvantages of credit to the retailer. The advantages, such as: turnover is higher, higher value purchases are encouraged, a better defined target market may be attracted, customers become ‘regulars’, buying becomes easier, for example: by phone and goodwill is increased. On the other hand, the disadvantages, such as: additional capital is needed for funding the debt and this may have to be borrowed when interest will have to be paid, extra overhead costs are incurred such as in keeping customers’ accounts and preparing monthly statement, and some losses from bad debts have to be faced.

Moreover, there are two kinds of terms of payment, which are either by cash or demand deposit (clearing). Cash means money in coins or notes or in any forms, and demand deposit (clearing) is banking system managed by a central organization, such as: a bank and the post office (evison, 1989). The advantage of cash is to get the price of the product cheaper (discount), and the disadvantage of cash is when a person brings a lot of money on the hand, probably, on the street, will be robbed. However, the advantages of demand deposit (clearing) are does not need to bring cash on hand, but the person can use a check to pay other people; the payment can be postponed, and it can be used as a security for payment transaction, and the disadvantages of demand deposit (clearing) are if the check is empty, the person who have deposited the check will get the penalty and when the check is on the wrong person’s hand, it will be used as a deception.

Consignment System

Consignment system is a system in which good consigned is ready for delivery (evison, 1989). Moreover, the consignment system can work well if:

A. A producer which becomes partner or a supplier must work together as a team in a success or a fail situation. The condition means if the old stock still a lot meanwhile the good with the new model are created, the producer must brave to loss by doing sale or by returning the old goods with the new goods.

B. The producer has the capability of learning continuously for the consumers’ desire through discussing with the owner of retailer because the producers are facing the buyers directly.
Return and Receipt policy

A customer who returns merchandise which was found to be damaged or broken when unpacked is obviously entitled to return it and demand a replacement of refund. However, there are other circumstances which are not quite as clear cut and require some extra thought by the retailer. If the retailer is offering a high level of customer service a liberal returns policy would be appropriate; for example, offering a replacement because of a customer’s change of mind or making a mistake in thinking an item would match or fit in with another product that the customer has already own. Mark and Spencer have operated a liberal return policy for many years which has resulted in a good deal of extra business in the form of buying gifts with customers knowing that if the item is not suitable the recipient of the gift could return the good in the perfect condition for replacement. Returns or refunds are normally offered only on the production of receipt but here common sense must prevail: for example, a customer who received an items as a gift will not have a receipt (Cox, 2000).

Hypothesis

The following hypotheses are formulated:

1. Price

H0 : There is no correlation between price and relationship U.D GLORIA to Cooperatives.

H1 : There is no correlation between price and relationship U.D GLORIA to Cooperatives.

2. Product Quality

H0 : There is no correlation between Product Quality and relationship U.D GLORIA to Cooperatives.

H1 : There is no correlation between Product Quality and relationship U.D GLORIA to Cooperatives.
3. Stock Management

H⁰: There is no correlation between Stock Management and relationship U.D GLORIA to Cooperatives.

H¹: There is no correlation between Stock Management and relationship U.D GLORIA to Cooperatives.

4. Packaging

H⁰: There is no correlation between Packaging and relationship U.D GLORIA to Cooperatives.

H¹: There is no correlation between Packaging and relationship U.D GLORIA to Cooperatives.

5. Delivery

H⁰: There is no correlation between Delivery and relationship U.D GLORIA to Cooperatives.

H¹: There is no correlation between Delivery and relationship U.D GLORIA to Cooperatives.

6. Terms of Payment

H⁰: There is no correlation between Terms of Payment and relationship U.D GLORIA to Cooperatives.

H¹: There is no correlation between Terms of Payment and relationship U.D GLORIA to Cooperatives.

7. Return and Receipt Policy

H⁰: There is no correlation between Terms of Return and Receipt Policy and relationship U.D GLORIA to Cooperatives.

H¹: There is no correlation between Terms of Return and Receipt Policy and relationship U.D GLORIA to Cooperatives.
Method

Population and Sample

According to Sekaran (1992), Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The target population of the study comprises all customers, which are cooperatives in Surabaya 2007.

Respondent Description

Since the number of target respondent only 42 Cooperative; then, the researcher involved all of the Cooperative by distributing two questionnaires into each of them.

<table>
<thead>
<tr>
<th>No</th>
<th>Cooperative Names</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>P.J.B</td>
<td>Kentintang area, Surabaya</td>
</tr>
<tr>
<td>2</td>
<td>Aneka Usaha</td>
<td>Kentintang area, Surabaya</td>
</tr>
<tr>
<td>3</td>
<td>Bahagia Jaya</td>
<td>Pucang Anom area, Surabaya</td>
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<tr>
<td>4</td>
<td>Rumah Sakit Angkatan Laut</td>
<td>Benduri Merisi area, Surabaya</td>
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<tr>
<td>5</td>
<td>Rumah Sakit Budi Mulia</td>
<td>Gubeng area, Surabaya</td>
</tr>
<tr>
<td>6</td>
<td>Koronet</td>
<td>Sepanjang area, Surabaya</td>
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<tr>
<td>7</td>
<td>Pelni</td>
<td>Pahlawan area, Surabaya</td>
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<tr>
<td>8</td>
<td>Salsa</td>
<td>Gedangan area, Surabaya</td>
</tr>
<tr>
<td>9</td>
<td>P.D.K</td>
<td>Genteng Kali area, Surabaya</td>
</tr>
<tr>
<td>10</td>
<td>D.S.N</td>
<td>Kali Anak area, Surabaya</td>
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<tr>
<td>11</td>
<td>Setia Tuhu</td>
<td>Kendang Sari area, Surabaya</td>
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<tr>
<td>12</td>
<td>Polsek (Kepolisian)</td>
<td>Sidodadi area, Surabaya</td>
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<tr>
<td>13</td>
<td>Dinas Kesehatan</td>
<td>Ahmad Yani area, Surabaya</td>
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<tr>
<td>14</td>
<td>SEARS</td>
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<td>15</td>
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<td>16</td>
<td>Spindo</td>
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<td>17</td>
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<td>PT Kimia Farma</td>
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</tr>
<tr>
<td>24</td>
<td>Kawan Baik / FILMA</td>
<td>Rungkut area, Surabaya</td>
</tr>
</tbody>
</table>
Hypothesis

Based on the observation and literature review, to make the research is scientifically accepted, the following hypothesis is formulated:

H₀: There is no correction between X and Y

H¹: There is no correction between X and Y

In addition, hypothesis testing is a procedure based on sample evidence and probability theory to determine whether the hypothesis is a reasonable statement (Hill, 2005).

In testing a hypothesis, there are five step procedures, which are:

1. **State the Null Hypothesis (H₀) and the Alternative Hypothesis (H¹).**

   *Null Hypothesis* is a statement that is accepted if the sample data provide *Alternative Hypothesis* is a statement that is accepted if the sample data provide sufficient evidence that the null hypothesis is false.
2. Select a level of significance

The level of significance is designated \( \alpha \), the Greek letter alpha. Several assumptions to accept or to reject Ho, which are:

A. Type I Error means rejecting the null hypothesis, Ho, when it is true

B. Type II Error means rejecting the null hypothesis when it is false

3. Select the Test Statistic

Test statistic is a value, determined from sample information, used to determine whether to reject the null hypothesis.

4. Formulate the Decision Rule

A decision rule is a statement of the specific conditions under which the null hypothesis is rejected and the conditions under which it is not rejected.

5. Make a Decision

According to the null hypothesis, it usually based on the sample information. Interpret the results of the test.

Statistical Analytical Tool

Correlation Analysis and Testing the significance of the correlation coefficient

Correlation Analysis is a group of techniques to measure the association \( \neq \) between two variables (Hill, 2003).

1. Identify the hypothesis statement

   Ho : \( P=0 \), means the correlation is zero or not significant

   H1 : \( P \neq 0 \), means that there is indeed correlation or significant

2. Determining level of significant

   This research uses 0.05 level of significant
3. Calculation the t-test, where:

\[ t = \frac{\sqrt{n} - 2}{\sqrt{1 - r^2}} \]

4. Determining the criteria

\( T \text{ test} > t \text{ table with (df)} = n-2 \) or significant level \(<\alpha\)

**Multiple Linear Regression Analysis**

Multiple linear regression analysis used to measure the strength and of the relationship between the independent variable and dependent variable (Hill, 2003). The formula of equation of multiplier linear regression that have seven (7) free variables, which are:

\[ Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 \]

\( Y = \) the relationship between U.D GLORIA and Cooperatives

\( X_1 = \) Price

\( X_2 = \) product quality

\( X_3 = \) stock management

\( X_4 = \) packaging

\( X_5 = \) delivery

\( X_6 = \) terms of payment

\( X_7 = \) return and receipt policy

\( A = \) constant

\( B = \) coefficient of regression \( X_7 \)
To avoid the error when process the data, so the process of data in order to find out the values of coefficient or regression (b1+b7) and the onstant (a), it will use SPSS program in computer.

**Coefficient of Correlation and Coefficient of Determination**

The coefficient of correlation describes the strength of the relationship between two sets of independent variables (X1-X7) and dependent variable (Y) so that coefficient of correlation must lie within the range -1.00 or + 1.00, it indicates the perfect positive correlation ; r=0 indicated there is no correlation: r = -1, it indicates perfect negative correlation (Pearson, 1900)

\[
R = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{n(\sum x^2)ln(\sum y^2) - (\sum y)^2}}
\]

Where:

N is the number of paired information

\[\sum x\]  Is the X variable summed

\[\sum y\]  Is the Y variable summed

\[\sum x^2\]  is variable squared and the squared summed

\[\sum y^2\]  is variable summed and the sum squared

\[\sum xy\]  is the sum of the product X and Y
Finding

Data of Respondents

Gender

As the researcher distributes the questionnaires at Coppertaion’s places, the research got 32,14% male respondents and 67,86% female respondents. This chart only shows the respondents are mostly female.

Age

The age segmentation is divided into the three categories. The three categories are between 20 to 35 years old, between 35 to 50 years old the more than 50 years old. This pie chart shows that there is large number; 64,29% respondents are in the age between 20 to 35 years old. There are 32,14% respondents are in between 35 to 50 years old, and there is 3,5% respondents are in the age more than 50 years old.

Respondent status

According to the respondents status, it divided into two group, which are married and unmarried people. For married people, the pie chart shows 75%, and for unmarried people, the result is less than 30%, which is 25%.

Types of bed used

From questionner that research distribute, 34.52% respondents use the single bed and 65,48% respondents use the double bed.

Types of material

According to the materials, the pie chart shows the result that mostly respondents like cotton to be used, which is 88,1%. For silky, only got 9.52 % and for others which is the lessees ones only got 2,38% from respondents.
Types of pattern

The researcher divided the pattern that is liked by customers into three classification, which are the largest percentage is 42.86% respondents are using the flower pattern, and the respondents who use the plain and abstract pattern got the same result, which are 28.57%.

The number of bedroom

The mostly, most of the respondents have 2 bedrooms got 48.81%, the next level is 46.43% respondents of having three or four bedrooms, and 4.76% of the respondents only have one bedroom.

Multiple Linear Regression (M.L.R)

1. Significant of regression Model

The hypothesis of regression Model is

\( H_0 = \text{regression model is not significant} \)

\( H_1 = \text{regression model is significant} \)

Null hypothesis is rejected if P-value (sig) less than 0.05(5%). Because the sig value is less than 0.05, null hypothesis is rejected. It means the rejected. It means the regression model significant and can be used to explain the quality of the relationship between U.D GLORIA and Cooperatives (Y)

Table 2. Regression Model

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of squares</th>
<th>Df</th>
<th>Mean square</th>
<th>F</th>
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<td>Regression</td>
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<td>19</td>
<td>236.206</td>
<td>1.021.743</td>
<td>.000 (s)</td>
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<td>Residual</td>
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<td>64</td>
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<td>Total</td>
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<td>83</td>
<td></td>
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</tr>
</tbody>
</table>

2. Significant of coefficient regression

The hypothesis of coefficient of variable in the regression Model is
$H_0 =$ regression model is not significant

$H_1 =$ regression model is significant

Null hypothesis is rejected if P-value (sig) less than 0.05(5%). Because the sig value is less than 0.05, null hypothesis is rejected. It means the rejected. It means the regression model significant and can be used to explain the quality of the relationship between U.D GLORIA and Cooperatives (Y).

**Table 3. Coefficient**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig</th>
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<tr>
<td>(Constant)</td>
<td>0.721</td>
<td>0.675</td>
<td>0.503</td>
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</tr>
<tr>
<td>q3</td>
<td>0.088</td>
<td>0.147</td>
<td>15.300</td>
<td>0</td>
</tr>
<tr>
<td>s2</td>
<td>0.117</td>
<td>0.089</td>
<td>7.731</td>
<td>0</td>
</tr>
<tr>
<td>p1</td>
<td>0.11</td>
<td>0.142</td>
<td>11.253</td>
<td>0</td>
</tr>
<tr>
<td>q4</td>
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<td>0.11</td>
<td>11.704</td>
<td>0</td>
</tr>
<tr>
<td>pk1</td>
<td>0.095</td>
<td>0.123</td>
<td>12.095</td>
<td>0</td>
</tr>
<tr>
<td>py2</td>
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<td>0.121</td>
<td>10.817</td>
<td>0</td>
</tr>
<tr>
<td>d3</td>
<td>0.103</td>
<td>0.097</td>
<td>10.793</td>
<td>0</td>
</tr>
<tr>
<td>r1</td>
<td>0.103</td>
<td>0.085</td>
<td>8.111</td>
<td>0</td>
</tr>
<tr>
<td>d1</td>
<td>0.078</td>
<td>0.109</td>
<td>12.174</td>
<td>0</td>
</tr>
<tr>
<td>pk2</td>
<td>0.109</td>
<td>0.093</td>
<td>9.379</td>
<td>0</td>
</tr>
<tr>
<td>q1</td>
<td>0.086</td>
<td>0.144</td>
<td>15.389</td>
<td>0</td>
</tr>
<tr>
<td>p3</td>
<td>0.085</td>
<td>0.115</td>
<td>13.376</td>
<td>0</td>
</tr>
<tr>
<td>r2</td>
<td>0.114</td>
<td>0.099</td>
<td>9.354</td>
<td>0</td>
</tr>
<tr>
<td>s3</td>
<td>0.098</td>
<td>0.089</td>
<td>9.265</td>
<td>0</td>
</tr>
<tr>
<td>s1</td>
<td>0.099</td>
<td>0.099</td>
<td>10.152</td>
<td>0</td>
</tr>
<tr>
<td>py1</td>
<td>0.108</td>
<td>0.1</td>
<td>9.540</td>
<td>0</td>
</tr>
<tr>
<td>d2</td>
<td>0.114</td>
<td>0.101</td>
<td>8.827</td>
<td>0</td>
</tr>
<tr>
<td>py3</td>
<td>0.094</td>
<td>0.077</td>
<td>8.727</td>
<td>0</td>
</tr>
<tr>
<td>p2</td>
<td>0.099</td>
<td>0.09</td>
<td>8.255</td>
<td>0</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y
b. Dependent Variable: Y
The sig. Value of constant is greater than 0.05, it means the constant is not significant in the regression mode.

Table 4. List of influenced 7 independent variable (x) to the quality of the relationship between U.D GLORIA and Cooperatives (Y) in sequence (from the biggest to the smaller).

<table>
<thead>
<tr>
<th>$T$ value</th>
<th>Dimension</th>
<th>Explanation of each variable's term</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.389</td>
<td>Q1</td>
<td>The quality of the goods is qualified good</td>
</tr>
<tr>
<td>15.300</td>
<td>Q3</td>
<td>The pattern, such as: flower and abstract is very attracted to many customers</td>
</tr>
<tr>
<td>13.376</td>
<td>P3</td>
<td>Discount is Valid to each cooperatives</td>
</tr>
<tr>
<td>12.174</td>
<td>D1</td>
<td>Delivery the goods is done at least one (1) week when the stock is prepared</td>
</tr>
<tr>
<td>12.095</td>
<td>Pk1</td>
<td>wrapping the goods with “U.D GLORIA” brand to Cooperatives looks neat and clean</td>
</tr>
<tr>
<td>11.704</td>
<td>Q4</td>
<td>The neatly sewing influenced the quality of the product</td>
</tr>
<tr>
<td>11.253</td>
<td>P1</td>
<td>The price of the goods is targeted to small worker or laborer</td>
</tr>
<tr>
<td>10.817</td>
<td>Py2</td>
<td>The payment is done either by cash or demand deposit (clearing) that gives benefit to both parties</td>
</tr>
<tr>
<td>10.793</td>
<td>D3</td>
<td>U.D GLORIA always gives receipt to Cooperatives WHEN THE GOODS ARE DELIVERED</td>
</tr>
<tr>
<td>10.152</td>
<td>S1</td>
<td>The quantity of the stock is in Cooperatives always be checked by U.D GLORIA</td>
</tr>
<tr>
<td>9.540</td>
<td>Py1</td>
<td>U.D GLORIA gives receipt to Cooperatives when the goods are delivered</td>
</tr>
<tr>
<td>9.379</td>
<td>Pk2</td>
<td>The goods' wrapping that is used can give an advantage to protect the goods from damage</td>
</tr>
<tr>
<td>9.354</td>
<td>r2</td>
<td>return is given to Cooperatives with retrun and receipt bill when the stock is still lot or the product is damaged like in sewing, in pattern and cutting is not very well</td>
</tr>
<tr>
<td>9.265</td>
<td>S3</td>
<td></td>
</tr>
<tr>
<td>8.827</td>
<td>D2</td>
<td>The delivery is always done based on the quality of ordering the goods that is asked by Cooperatives</td>
</tr>
<tr>
<td>8.727</td>
<td>Py3</td>
<td>In this term, the consignments system is used</td>
</tr>
<tr>
<td>8.255</td>
<td>P2</td>
<td>The price of the goods is relatively cheap when comparing to other brands</td>
</tr>
<tr>
<td>8.111</td>
<td>Rr1</td>
<td>U.D GLORIA always gives return to Cooperatives in two(2) weeks</td>
</tr>
<tr>
<td>7.731</td>
<td>s2</td>
<td>U.D GLORIA always delivers and offers its goods before Cooperatives’ stock is over</td>
</tr>
</tbody>
</table>

In the quality of the relationship, the qualified goods (Q1) give the greatest effect. After Q1, the most influencers the quality of the relationship is the pattern (Q3) and so on based on the table above.
CONCLUSION

This research is to find out the correlation between independent variables (X) and the dependents variables (Y). Based on the result on the chapter four, the researcher are using 7 independent variables, which is price (X1), product Quality (X2), stock Management (X), packaging (X4), Delivery (X5), Trems of Payment (X6), Receipt and Return Policy (X7) to analyze the factors that influenced the relationship between U.D GLORIA and Cooperatives (Y).

Moreover, in general, from hypothesis testing based on Multiple Linear Regression, it indicated that the seven independent variables have an influence to the relationship between U.D GLORIA and Cooperatives. So, it means $H_0$ is reject and $H_1$ is accepted for ll seven independent variables (table 4.3 table 4.4 and table 4.5). finally, the most variables that influences are quality of the relationship between U.D GLORIA and Cooperatives are qualified goods (Q1), pattern (Q3), discount (P3), on time delivery (D1) and neat and clean wrapping (Pk1).

Recommendation

Based on the analysis and the result that have been done in the previous chapter, there are a few recommendation or suggestions are given from the writer for the company “U.D GLORIA” as a home industry, which are:

1. The result five factors from seven independent variables are chosen as the dominant factors in influencing the relationship between U.D GLORIA and Cooperatives. The indicators are first, “qualified goods” (Q1). The factor has a positive correlation because by keeping the quality of the good well. Cooperatives will order he goods from U.D GLORIA. Secondly, “pettern” (Q3). This part is the sensitivity part so that U.D GLORIA has to be creative every sigle time in making (Bed Cover) and “ Bed Sheet” in which U.D GLORIA has to adapt with customers taste/ thrid factors is “discount”(P3). This is as a part of the higherstvalue in the qality of the relationship because every singel cooperative wants to get discount from U.D GLORIA so that the home industry should have discount policy, such as the regulation of discount and the maximum discount. The next factor is delivery (D1). U.D GLORIA must delivery the
goods on time so all cooperatives will order the goods from the home industry. The last factor is “packaging” (Pk1). U.D GLORIA should maintain wrapping the goods to keep the products look neat and clean; also, to avoid from damage. As a result, all those factors should get more priority from U.D GLORIA more and more to be the one of home industries in the market place.

2. The result also indicates “delivery based on the quality of ordering the goods” (D2), “consignment system” (Py3), “cheap price” (P2), “return policy” (R1) and “stock” (S2) has no significant, negative and not really influenced to the relationship between U.D GLORIA and Cooperatives. Thus, it is suggested for U.D Gloria to ignore all those factors.

References


