

Effect of Coffee Marketing Cooperative Performance on Member Satisfaction: In Case of West Guji Zone Kercha Woreda

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ABSTRACT

Study aims at the effect coffee marketing cooperative performance on member satisfaction: in case of kercha woreda district Cooperatives and non-cooperative form of data analysis using (SPSS version 22). The research was designs with Quantitative research design, data analyses with descriptive and Explanatory research design for the small holder dairy farmers and date technique used probability sampling technique Stratified sampling and simple random for the Coffee suppliers and for the member of Cooperative union. This particular study is basically targeted with in West Guji Zone kercha Woreda thus, selects Members of Cooperative unions, Members of Coffee supplier, Coffee Natural Recourse Office from Kercha Woreda. Additionally, Woredas coffee Officer, Budget planer was targeted population of this study. In literature, probability and non-probability sampling are two known sampling procedure that the researcher would adopted. Totally 212 total respondents Distributed the questionnaire.

INTRODUCTION

Cooperative member unions both primary and secondary cooperative Performance that collect coffee from suppliers to ECX process and sell the outputs to local or international markets. In

regions where federations exist, the unions sometimes selling coffee product from regional to federations which in turn sell to local to international markets at each level of sale, prices are determined by market forces and arrangement leaves little benefit to the farmers as all buyers strive to acquire goods at the cheapest price possible and then resell it to the highest bidder, adding overhead costs and margins, (MOT 2012).

Then, union purchases the seed from the Producer, Retainers, whole sales, primary and secondary Cooperatives union of regional and Ethiopian seed enterprise and ECX that included. From those seed sources the union purchase and distributed to Woreda Agricultural Office on credit by taking budget guarantee of each Woreda Administrative Council.

Therefore this study analyzes the operational and Coffee marketing performance, members of coffee suppliers, specific area like natural resource officer, primary Cooperative, secondary Cooperative and other committees to increase the production and beneficial coffee bean quality and cup quality from dry Coffee processing, wet processing and Semi- washed coffee processing in this study assess the constraints that face the cooperatives in its undertaking the determinants of Member Value Factors, Marketing Factors, Financial Factors and Infrastructure and member Satisfaction.

According to Miriam Vorlauffer, Meike Wollni, Fabrice Pinard, Dagmar Mithöfer (2017), Coffee Marketing Cooperatives is considered the most objective Organizations among possible information. The information comprised a standardized questionnaire that included sections on the following aspects and especially at the area of organizational structure, certification, institutional arrangements input provision, education provision, Coffee from production to harvesting processing, milling/marketing, payment to farmers, general information, input provision and other determinants that influenced best standards of coffee quality from the level of Coffee marketing channels from production, retailer, whole seller, agent and customer that use beneficial product to growth the national economy based on the sample of the year 2020/2021.

Pavao & Rossetto (2015) on cooperatives marketing performance that the coffee marketing cooperative performance is measured not only by the economic-financial indicators but also environmental-social performance indicators. In the same line, Singh et al. (2021) reported that previous researchers accepted the use of financial and non-financial indicators to measure the marketing performance of cooperatives, due to infrastructure, financial problems, Market orientation and other factors and society are insuring smooth production process, through orderliness stable order and utilization of existing cooperative management skills cooperative society endeavor control of operative costs and efficient use of resources, coffee quality focuses which is key through deliberate financial control and collection, to eliminate the costs of organizations, to minimize production cost panning to enable them perform optimally better and ensure sustainable development with coffee production set up. Gemson S. C.& Murthy P.S (2016).

However, the main aims of this study tried to examine the major factors that affect the performance of cooperative coffee marketing (Member Value Factors, Marketing Factors, Infrastructure factor and Financial Factors) on Member satisfaction and additionally, cooperative member operation of

coffee has no empirical study has been undertaken that assess so far about the performance achieved, benefits derived and the challenges faced.

The potential in the production and selling capacity from local to international Market of coffee in Ethiopia is still untapped. To maximize coffee production revenue, will prompt as to see opportunities to improve Coffee grade and revenue from traditional system as well. Therefore, this study assessing the Cooperative Member Value Factors, Marketing Factors, Financial Factors and Infrastructure Factors and member Satisfaction with respect to certain indicators to fill those gap at the specific area of high Coffee product of coffee market in Oromia regional state west Guji zone Kercha woreda Ethiopia.

Investigation Objectives: (a) To investigate the major Coffee Marketing Cooperatives performance that effects on Member satisfaction. (b) To identify the Relationship among identified Coffee Marketing Cooperatives performance on Member satisfaction. (c) To examine the effect identified Coffee Marketing Cooperatives performance on Member satisfaction.

INFLUENCING FACTORS OF COFFEE COOPERATIVE PERFORMANCE AND MEMBER SATISFACTION

Member Value Factors

Member of Associations are organized important needs for the achievement of economic goal, Organizational preferences other benefits like Enjoyments, affection, identity, power, member participations customer and member value understanding, other safety and the achievements of economic goals. Additionally, it contributes to constitute an important part of the infrastructure of other servant society and at the Farmer and Coffee Collective Level and they foster the self-interest of their members, work on behalf of other group party the advancement of a social and public purpose to satisfy member value expectation (Smith, 2010 et. el Zimmer, 2017).

Marketing Factors

The most ideal approach would be an integrated one in which the sequence of events of a member begins and contributed with market research and product research working to gather to develop new market developing need for product and feasibility and the capacity for producing marketing efforts to oriented members promoting and selling when the technological orientation is carried to extreme product and production dreams to the opposite contribution and direction product for manufacture or conversion into the finished product. The goods must be purchased at the right time of marketing environment and how to the collaboration to do with cooperative to deliver marketing channel and take the awareness to produces to customer and to minimize wastage resources to upgrade marketing mix elements to achieve and contribute communication skill, product positioning, price discount and distributional channel from retailers to agent for the favorable marketing decision, (Solomon, 2016).

Infrastructure Factors

To cure their demand and to close the infrastructure development gap, some countries-including countries in Central Asia, among others Kazakhstan-are currently involved in the Belt and Road Initiative (BRI) recently launched by the Chinese government. Through the lens of the institutional approach, this research argues that the BRI is still an evolving large-scale project and presents

challenges for participation. The sustainability of the program is strongly dependent on its interconnectedness with regional and domestic development goals of participating countries Dagmar matofera (2017).

Financial Factors

Financial factors consist of financial policies, financial positions it is an important internal factors which has a substantial impact on cooperative business functioning, Cooperative performance and capital structure of Coffee Marketing performance and it facilitates are required are required to start and operate the members is an important and to use a serious of net income to gain a better look at a business line and gross profit to net sales can be determine whether the member profit margin in the line with similar business to be considered to gather with increase the interests of member and the net sales to working capital, sales activity growth rate is due to increased sales volume of higher prices and fixed assets suggested the business to invested money, Additionally operating environment and corporate culture of the business depended on overseas clients or suppliers to design Financial policies to the cooperative achievement, Fredrek. N, (2017).

Member Satisfaction

They create a member satisfaction survey to get feedback on the organization or member ship level of engagement in front of cooperative mind that want to offer to align customer and member satisfaction to the best alternatives and approaches that have been used to satisfy member of Coffee marketing performance. According to Greenrooms (2012), member Satisfaction can be used to measure different components of technical support and member, planning, achieving and evaluation the technical perspective refers to how the suppliers deliver in their implementation when the transaction occurred and the evaluation would be based on the capability of the service to fulfill the needs and wants of the consumers and Cooperative member delivery and member expectations for service and member perception of the actual services. Member satisfaction can also be seen as to what extent the services offered can meet the performance of users (Kasper et al., 2019).

Investigation Gap

Usually, following revising diverse publications, it has noted that diverse investigations have been completed on the topic of Coffee marketing Cooperative performance (Lubbadeh, 2020). The over the many research journal and investigation credentials have the many problems (Lesener 2019); challenge in the process of cooperative coffee performance and unravel to investigate in West Guji zone kercha worda to the gaps of Coffee marketing performance on Member Satisfaction. The association to investigation Coffee marketing performance predicator in the worth count parameters of technique logical vacuum (Strah & Rupp, 2020); like Investigation approach, design, Information Interpretation and Investigation (Pereira et. al., 2021). Sampling technique was face challenge to give good reason for sample size assortment, deficit of Information interpretation and Investigation (Guthier et. al., 2020; Halcomb wt. al., 2018). Deficit of Information Source and Collection Techniques, deficit of data analyze and interpreting ability and finally, defecating factors that affect influencing four enablers and Explanatory predicator investigation not fit Thus, investigation of Coffee marketing performance has put forward to solve these gaps (Waithanji &Wakaba, 2014) and factors like (Member Value Factors, Marketing Factors, Financial Factors and Infrastructure Factors). Thus, study will have solved the problem of the performance of Coffee Marketing to rise to fill these gaps (Waithanji, S. Wakaba, 2016).

CONCEPTUAL STRUCTURE

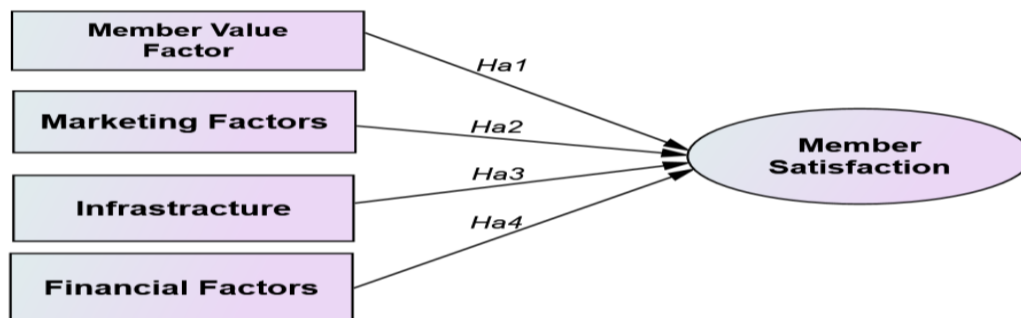


Figure 1. Conceptual framework (2022)

Hypotheses

On the foundation of reviewed literature, the researchers framed the below four alternative hypotheses.

H_{1a}: There a statistically significant association among Member Value Factor is and Member Satisfaction.

H_{2a}: There a statistically significant association among Marketing Factors and Member Satisfaction.

H_{3a}: There a statistically significant association among Infrastructure and Member Satisfaction.

H_{4a}: There a statistically significant association among Financial Factors and Member Satisfaction.

Investigation Technology and design

Based on the research purpose, the most commonly used the Quantitative research design, to be used for the cases of statistical conclusion to collect actionable insights of essential and number provide the better perspective for making and to draw from complex numerical data and analyze to prove, descriptive research and Explanatory research design in descriptive research design to describe solely interpreting and describing the situation or case under their research data to analyze and theory-based design and method to create, gathering, analyzing and presenting the measurement of central tendency like mean, variance and standard deviation. Explanatory research design to inferences and to established relationship between the cause and effect of a situation and it is a casual design to observes the impact caused by independent variables and dependent variable and independent variables to manipulated and monitor to change with one dependent variable to use, observing and analyzing with two group of multiple regression, Correlation and to test hypothesized the variables are certainly evaluate the data/information (Kothari, 2010).

Target Population under the Study

Data has collected from Member of Cooperative union, Member of Coffee supplier and from kercha worda Coffee Natural Recourse Office, from the Oromia region West Guji Zone kercha worda different kebele namely Ela Farda, Gurachu Jaldo, Banko Michicha and Blida Bukisa and Kercha Enshe coffee cooperative has selectively 452.

Sampling Techniques

This particular study is basically targeted with in West Guji Zone kercha Woreda thus, selects each member of population has an equal chance of assortment from Members of Cooperative unions, Members of Coffee supplier, Coffee Natural Recourse Office from Kercha Woreda and the population is divided into groups of each stratum (Yaqub, M., Sohil, F., Shabbir, J., & Sohail, M. U. (2021). Additionally, Woredas coffee Officer, Budget planer was targeted population of this study. In literature, probability and non-probability sampling are two known sampling procedure and Probability sampling is a sampling method where equal opportunity is given to individual in the population to be chosen (Saunders 2007).

Sample size

The degree of precision desired, objective(s) of research by taking these factors in to consideration, the researcher was employed, According to Woredas (2019) annual report, does the Cooperative Members have a total of 5 different ware houses, which is found in West Guji Zone Kercha woreda, in Ethiopia. However, the study purposively selects from Cooperative union’s members are selected 177, from Coffee supplier 85 respondents are selected, from Woreda Coffee Natural Recourse Officer was 10 respondents selected totally 212 respondents are selected. Additionally, Coffee Natural Recourse was taken as participants in the study, Benouahmane, B., Annie, C., & Yaman, I. , 2019) as follows:

$$\frac{N}{1 + N(e)^2} = \frac{452}{1 + 452(0.05)^2} = 212$$

Table 1. Targeted stratified sampling respondents

No	Members	TP	Number of respondent Calculated
1.	Member Value Factors	250	i1= 212x250/450 =117
2.	Members of Coffee supplier	180	i2=212x180/450 = 85
3.	Woreda Coffee Natural Recourse Officer	22	i3=212x22/450 = 10
	Total	452	212

Source: SPSS output (2022)

METHODS OF DATA ANALYSIS

Descriptive analysis

Descriptive research for this study aims to accurate and systematically to describe a population, situation or pronominal. It can answer the response based on questions and it can use a wide variety of research methods to investigate one or more variables the researcher to control or manipulate the indigenous and Exogenous variable to describe the measurement of Central tendency observe the data and it describe and interpreted the current status of individuals, settings, conditions or events(Mertler, (2015), in descriptive research, the researcher is simply studying the phenomenon of interest as it exists naturally, no attempt is made to manipulate the individuals, conditions, or events.

Inferential Model specification

Inferential statistics are often used to compare, dependent variable with independent variables with in single and groups to used measurements from a sample of subjects in the experiment to compare and to treat make generalization and researcher should consult the numerous texts due to experiment and explain fundamentally different from descriptive statistics merely to summarize data to be measured relationship and influential factor of data set.

Pearson Correlations

Pearson correlation coefficient of the inferential stastics specifically, it can test the significant relationship between two variables the correlation coefficient (r) is to measure to observe line of best fit and the slope of the line of best fit is positive or negative. When the slop is negative, r is negative and when the slop is positive, r is positive. When r is 1 or -1, all the points fall exactly on the line of best fit.

Thus, to ascertain a statically significant relationship between Coffee Marketing Cooperative Performance of all independent variables and Member Satisfaction factors the correlation coefficient has to be tasted during the study time.

Multiple Regression analysis

Multiple Regression analysis Model to be constructed using four Exogenous or independent factors to affect Member Satisfaction and it used when the study analyzing several variables, where the relationship include a dependent variable and two or more independent variables to test the nature of relationship between Exogenous independent variables and indigenous dependent variable. It basically unknown parameter of (β), independent variables (x) and dependent variable(Y) and basically, specifies the relationship between dependent variable and the combination of independent variables(x) and unknown parameter (β).

The regression coefficient has to be predict the value of dependent variable, independent variables and both X and Y to the set of sample size 'n' to be estimated by visual complexity of multiple regression coefficient results of dependent variable member satisfaction and independent variables, (X1- Member Value Factors, X2- Marketing Factors, X3- Financial Factors and X4- Infrastructure Factors) ϵ - The total error of prediction (residual) to confirm beta coefficient value be estimated.

Reliability and pretest of the measure

Table 2. Reliability and pretest of the measure

Cooperative Coffee Marketing factors	Cronbach's Alpha if Item	Overall reliability	
		(Cronbach's Alpha)	Number of Items
Member Value Factors	.747	.860	4
Marketing Factors	.710		
Financial Factors	.825		

Infrastructure Factors	.819		
Member Satisfaction	.890		

Source: SPSS output (2022)

The table No- 2 shows that the coefficient for the procurement enablers and engagement of worker related predictors, Member Value Factors, Marketing Factors, Financial Factors and Infrastructure (.747, .710, .825 &.819) respectively, and Member Satisfaction.890. Therefore, the overall reliability test .860 indicated that good Cronbach alpha and keline (2010), reliability statistics and internal consistency for which is greater than the benchmark value (i.e., >.70).

The Overall Mean Rating of Coffee Marketing Cooperative Performance

Table 3. Mean Rating of Coffee Marketing Cooperative Performance Perception in terms of Agreement

Coffee Marketing Cooperative Performance Dimensions	Minimum	Maximum	Average Mean	Average S. Deviation
Member Value Factors	1	5	3.65	.835
Marketing Factors	1	5	3.73	.808
Infrastructure Factors	1	5	3.63	.768
Financial Factors	1	5	3.55	.801
Member Satisfaction	1	5	3.65	.945

Source: SPSS output (2022)

Respondents agreed that the Marketing Factors was essential to high (Mean = 3.73) as well as Member Value Factors (Mean 3.65), infrastructure Factors (3.63) and Financial Factors (3.65). However, it should be noted that on a rating of close to the respondents seem to agree that these dimensions have important. The results indicate that in order for Employees to perceive their Sector as socially responsible, Member Value Factors, Marketing Factors, Infrastructure functions on Member Satisfaction. Activities need to be undertaken by that Sector and disclosed in order to enrich their performance to stay in their current Sector. Sheikh and Beise-Zee (2015) pointed out that “disclosing Coffee Marketing Cooperative Performance practices may provide benefits to Coffee Cooperative Sector in the form of enhanced reputation Member Satisfaction.

Additionally, the Member Satisfaction, Scored (Mean = 3.61). This indicates that the employees have highly attached to their Sector.

Thus, it has critical for any Sector today to have committed and the data has collected from Member of Cooperative union, Member of Coffee supplier and from kercha woreda Coffee Natural Recourse Office, from the Oromia region West Guji Zone kercha woreda different kebele. Because they have dissatisfied but rather tend to take challenges work activities and engage in improving Performance and innovate activities (Meyer& Allen 2017). Those Employees see the organization as theirs (Maugo, 2013).

Inferential statics

Table 4. Correlation b/n Coffee Marketing Cooperatives Performance and Member Satisfaction
Pearson Correlation

	SE_TOTAL	TBE_TOTAL	DF_TOT AL	MBO_TO TAL	EP_TOT AL
SE_TOTAL	1	.642**	.707**	.666**	.703**
TBE_TOTAL	.519**	1	.571**	.539**	.666**
DF_TOTAL	.527**	.571**	1	.527**	.703**
MBO_TOTAL	.539**	.566**	.666**	1	.642**
EP_TOTAL	.703**	.666**	.707**	.642**	1

Pearson Correlations

	SE_TOTAL	TBE_TOTAL	DF_TOT AL	MBO_TO TAL	EP_TOT AL
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DF_TOTAL	.527**	.571**	1	.527**	.707**
MBO_TOTAL	.539**	.566**	.666**	1	.642**
EP_TOTAL	.703**	.666**	.707**	.642**	1

Source: SPSS Regression outcomes output, (2022)

The Correlations between Coffee Marketing Cooperative Performance and Member Satisfaction, factors towards Member Value Factors, Marketing Factors, Infrastructure, Financial Factors on Member Satisfaction it shows between Financial Factors, Present investigation Cooperative coffee marketing correlation investigation, which evaluate the vigor of the associations among Cooperative coffee marketing on Member Satisfaction. In order to evaluate this association, Pearson correlation coefficient “r” is employed and correlation coefficient “r” usually varies among -1.0 to +1.0. Significant correlation found between the all enablers also shows the good potential of the association and based on assumption all independent variables or exogenous variables have a strong correlation among dependent variable or Indigenous variable of Member Satisfaction and it used to identify a relationship between two variables with no influence from any extraneous variable and both correlation between independent variables it reflect the direction and strong relationship and a positive relationship to change direction to exogenous variables.

Multiple Regression analysis

Multicollinearity Test

Table 5. Multicollinearity Statistics

	Collinearity statistics	
	Tolerance	VIF
Member Value Factors	.426	1.960
Marketing Factors	.438	2.734
Infrastructure	.387	2.449
Financial Factors	.559	1.864

Source: SPSS output (2022)

As depicted on the on top of table, the tolerance assessments for every independent enabler (Member Value Factors .426, Marketing Factors .438, Infrastructure. 387 and Financial Factors .559) This is as well maintained by the VIF worth, which were 1.960, 2.734, 2.449 and 1.864 correspondingly which were well below 10. Consequently, the investigation was not violated the Multicollinearity supposition.

Multiple Linear Regression Analysis

Summary of Model

Table 6. Summary of Model

Summary of Model^b

Sculpt	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	.886 ^a	.782	.778	.34699	1.742

a. Predictors: (Constant), Member Value Factors, Marketing Factors, Infrastructure functions, Financial Factors.

b. Dependent Variable: Member Satisfaction

Source: SPSS output (2022)

ANOVA Analysis

Table: 7 ANOVA Analysis

ANOVA^a

Model	Sum of Squares	Df	Way Square	F	Sign.
1 Regression	134.043	4	33.511	176.950	.000 ^b
Residual	37.308	197	.189		
Total	171.351	201			

Source: SPSS output(2022)

Regression Coefficient Analysis

Table 8. Regression Coefficient

Coefficients^a

Model	Unstan. Beta		Stand. Beta	t	Sign.
	B	Std. Error	Beta		
(Constant)	8.765	.483		18.546	.000
Member Value Factors	.264	.034	.311	7.835	.000
Marketing Factors	.282	.032	.378	8.792	.000
Infrastructure functions	.223	.031	.296	7.256	.000
Financial Factors	.102	.031	.155	3.274	.015

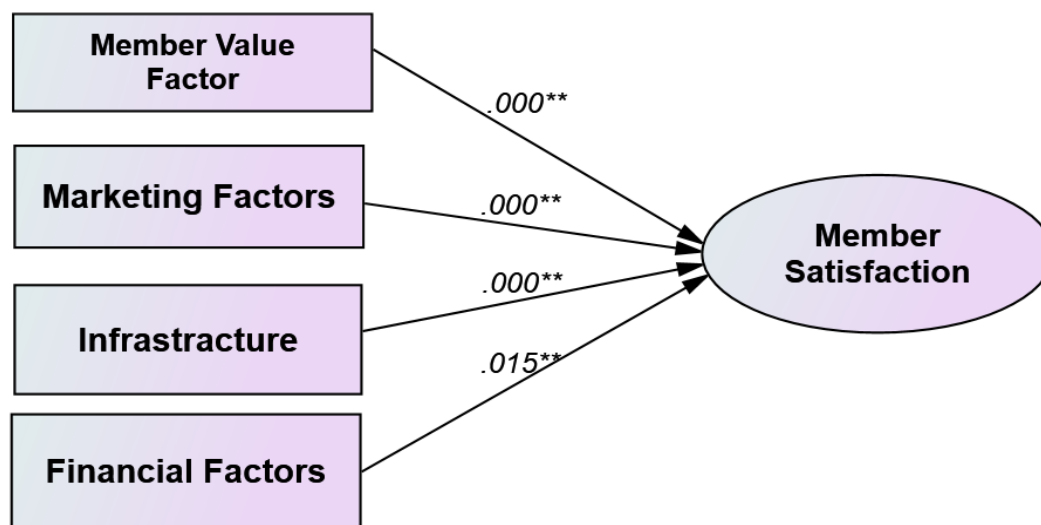
Dependent Variable: MS_TOTAL

Source: SPSS output (2022)

From the coefficients of the standardized estimation result shows that the four independent variables considered in the model the marketing factor have the highest beta coefficient, which is ($\beta.378$), this confirms the highest degree and the Next Infrastructure standardized beta coefficient, which is ($\beta.311$) of sensitivity for the member satisfaction of the Coffee cooperatives performance with significant and positive level.

Hypotheses

Figure 2. Hypotheses



Source: Researcher's survey data (2022).

CONCLUSION

Descriptive Statics all Variables were conducted the respondents agreed that the Marketing Factors was essential to high (Mean = 3.73) as well as Member Value Factors (Mean 3.65), infrastructure Factors (3.63) and Financial Factors (3.65). However, it should be noted that on a rating of close to the respondents seem to agree that these dimensions have important. The results indicate that in order to achieve the coffee market performance in their Sector as socially responsible, Member Value Factors, Marketing Factors, Infrastructure functions on Member Satisfaction.

The Correlations between Coffee Marketing Cooperative Performance and Member Satisfaction, factors towards Member Value Factors, Marketing Factors, Infrastructure, Financial Factors on Member Satisfaction it shows between Financial Factors, Present investigation Cooperative coffee marketing correlation investigation, which evaluate the vigor of the associations among Cooperative coffee marketing on Member Satisfaction. In order to evaluate this association, Pearson correlation coefficient "r" is employed and correlation coefficient "r" usually varies among -1.0 to +1.0. Significant correlation found between the all enablers also shows the good potential of the association and based on assumption all independent variables or exogenous variables have a strong correlation among dependent variable or Indigenous variable of Member Satisfaction and it used to identify a relationship between two variables with no influence from any extraneous variable and both correlation between independent variables it reflect the direction

and strong relationship and a positive relationship to change direction to exogenous variables and it used to identify a relationship between two variables with no influence from any extraneous variable and both correlation between independent variables it reflect the direction and strong relationship and a positive relationship to change direction to exogenous variables.

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As depicted on the tolerance assessments for every independent enabler (Self-Review, Task based review, 360 degree feedback review) were 0.354, 0.276, 0.338 and 0.321 respectively which were not less than 0.10. This is as well maintained by the VIF worth, which were 2.827, 3.622, 2.961 and 3.115 correspondingly which were well below 10. Consequently, the investigation was not violated the Multicollinearity supposition.

It hypostasized Member Value Factors β 1 (0.264) or 26.4% due to its Positive Beta coefficient and $P=.000$ it implies that the higher beta value, the high Greater impact of the predictor Variables on the Creation Variable, Marketing Factors Problem, β 2 (0.282) or 28.2% due to its Positive Beta coefficient and $P=.000$ it implies that the higher beta value, The Greater impact of the predictor Variables on the Creation Variable, Infrastructure, β 3(0.223) or 22.3% due to its Positive Beta coefficient and $P=.000$ implies that the higher beta value, The Moderate impact of the predictor Variables on the Creation Variable and Financial Factors β 4(0.102) or 10.2% due to its Positive Beta coefficient and $P=.015$ it implies that the Moderate beta value, the less impact of the predictor Variables on the Creation Variable.

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