

ABSTRACT

As part of its ongoing organizational development, the Permata Lombok Timur Women's Cooperative continues to strive to increase member participation. One approach used is the implementation of successful leadership. Leadership is key to creating a positive work environment, encouraging active participation, and strengthening member commitment. This study aims to determine the influence of leadership on member participation in the Permata Lombok Timur Women's Cooperative.

The method used in this study is quantitative with a descriptive causal research design, employing a saturated sampling technique, where the entire population serves as the sample. Data collection was conducted through the distribution of questionnaires, yielding 134 respondents. The collected data were analyzed using SPSS software version 25.

The results of the study indicate that leadership has a positive and significant influence on member participation. The coefficient of determination (R^2) value of 0.392 indicates that leadership can explain 39.2% of the variation in member participation, while the remaining 60.8% is influenced by factors outside the scope of this study. This finding confirms that the better the quality of leadership in a cooperative, the higher the level of member participation.

Keywords: *Leadership, Member Participation, Organizational Behavior*