

Pengaruh partnership quality dan supplier selection pada successful buyer supplier relationship, dan firm performance pada UKM restoran di Jakarta, Bogor dan Depok = The effect of partnership quality and supplier selection on the success of buyer-supplier relationship, and firm performance of small-medium restaurants in Jakarta, Bogor and Depok

Hugo Priladi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20477502&lokasi=lokal>

---

Abstrak

Seluruh perusahaan membutuhkan faktor produksi, termasuk tenaga kerja dan bahan baku untuk menyediakan produk dan jasa kepada pelanggan mereka. Bahan baku pada umumnya diperoleh dari supplier, sedangkan tenaga kerja dan jasa lainnya dapat diperoleh dari internal perusahaan atau aktivitas outsourcing. Secara khusus, tujuan penelitian ini merupakan pengembangan dari penelitian yang telah ada dengan mengkaji pengaruh supplier selection terhadap partnership quality kemitraan dan supplier selection pada success of buyer-supplier relationship SBSR dan firm performance pada UKM restoran di Jakarta, Bogor dan Depok. Pengumpulan data dilakukan menggunakan metode survei dengan mendistribusikan kuesioner kepada 96 responden yang merupakan pemilik/manajer restoran UKM di ketiga daerah tersebut, dan analisis hasil survei dilakukan dengan menggunakan partial least square structural equation model PLS SEM. Hasil penelitian menunjukkan bahwa supplier selection berpengaruh terhadap partnership quality dan SBSR, sedangkan partnership quality tidak berpengaruh terhadap SBSR serta SBSR berpengaruh terhadap firm performance.

.....All companies require all factors of production, including labor and raw materials, to provide goods and services to their customers. The raw materials are usually obtained from the suppliers, while labor and other services can be managed in house or obtained through outsourcing activities. Specifically, the objective of this research is to explore an existing model by assessing the influence of supplier selection on partnership quality, partnership quality and supplier selection on the success of buyer supplier relationship SBSR and firm performance of small medium restaurants in Jakarta, Bogor and Depok. A questionnaire is developed and distributed through a field survey to 96 respondents who are restaurant owner manager in the aforementioned areas. Partial least square structural equation model PLS SEM is used to analyze survey result. The research result shows that supplier selection has effect on partnership quality and SBSR, while partnership quality does not affect on SBSR, and SBSR has effect on firm performance.