

Pengaruh Trust, Communication, dan Attractiveness of Alternatives Terhadap Relationship Commitment Yang Berdampak Pada Cooperative Performance = Effect Of Trust, Communication, And Attractiveness Of Alternatives To Relationship Commitment That Impact On Cooperative Performance

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Abstrak

Isu pemanasan global menyebabkan setiap perusahaan harus lebih kreatif dan inovatif dalam menciptakan nilai tambah baik bagi perusahaan sendiri maupun para stakeholdernya. Perubahan iklim global ini menyebabkan pengaruh terhadap kinerja perusahaan, khususnya perusahaan bidang pangan. Perusahaan harus dapat menghasilkan value di tengah ketidakpastian perubahan iklim.

Pemasar sebagai salah satu instrumen perusahaan, harus dapat menjaga hubungannya dengan para stakeholdernya, baik dari sisi pemasok barang maupun konsumennya atau perusahaan lain yang terkait. Komitmen dari seluruh pihak baik hulu sampai dengan hilir harus dijaga untuk menjamin performa kerjasama atau performa perusahaan. Loyalitas setiap unsur dalam hubungan pemasaran perusahaan harus dijaga dengan baik.

Studi ini dimaksudkan untuk mengkaji komitmen hubungan pemasaran terhadap kinerja perusahaan. Komitmen hubungan didasari beberapa anteseden berupa trust, commitment, dan attractiveness of alternatives. Peneliti menemukan bahwa terdapat jalur tertentu diantara trust, commitment, dan attractiveness of alternatives terhadap komitmen hubungan pada konteks industri logistik pangan. Selain itu data mendukung bahwa trust memiliki kontribusi positif dan paling tinggi serta signifikan dari variabel-variabel yang diteliti dalam komitmen hubungan. Data tidak mendukung communication memiliki kontribusi terhadap komitmen hubungan. Variabel tersebut harus dimediasi oleh trust untuk berkontribusi terhadap sebuah komitmen hubungan.

.....Global warming issue caused each company to be more creative and innovative in creating value added for both the company itself and its stakeholders. Global climate change is causing the effect on corporate performance, particularly the food sector companies. The company should be able to generate value in uncertain climate change.

Marketers as one of the instruments of the company, should be able to maintain its relationships with its stakeholders, both in terms of customers or suppliers of goods and other related companies. Commitment of all parties, both upstream to the downstream should be kept to ensure the performance of co-operation or performance of the company. Loyalty of every element in the relationship marketing company must be maintained properly.

This study aimed to assess the commitment of a marketing relationship to company performance. The commitment relationship is based on some form of trust antecedents, commitment, and the attractiveness of alternatives. Researchers found that there are certain lines between trust, commitment, and the attractiveness of alternatives to the commitment to the relationship in the context of the food logistics industry. In addition the data support that the trust has a positive contribution and the highest as well as significant of the variables examined in committed relationships. The data does not support the communication has

contributed to relationship commitment. These variables must be mediated by the trust to contribute to a relationship commitment.