

Trust, Dependence dan Antecedents-Nya sebagai Penentu Komitmen yang Berdampak pada Loyalitas Mitra Kerja Penggilingan Padi dalam Pasar B2B, Studi Kasus Perum BULOG = Trust, Dependence, and The Antecedents As Determinants of Commitment Which Impact to Rice Milling Loyalty in B2B Market, Perum BULOG Study Case

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Abstrak

Penelitian ini mempelajari tentang hubungan antara antecedents dari Dependence dan Trust yaitu Relationship Benefit, Social Bonding, Relationship Termination Costs, Opportunistic Behavior, dan Communication dalam membentuk komitmen dan loyalitas hubungan B2B antara mitra kerja pemasok gabah/beras kepada BULOG. Komitmen yang dipelajari dibedakan atas tiga komponen berdasarkan motivasinya yaitu Calculative, Affective, dan Normative Commitment. Tahapan penelitian terdiri dari pre test dan penelitian utama. Pre test dilakukan untuk menguji validitas dan reliabilitas kuesioner sebagai instrumen penelitian. Penelitian utama dilakukan terhadap 166 responden penggilingan padi di Jawa Barat yang terdaftar sebagai mitra kerja pemasok gabah/beras BULOG tahun 2013, baik yang aktif maupun tidak aktif. Persepsi responden terhadap BULOG diukur dari butir-butir pernyataan kuesioner dalam lima skala Likert. Pengolahan data dilakukan menggunakan Structural Equation Modelling (SEM) dengan LISREL 8.7. Model pengukuran SEM menunjukkan hasil validitas dan reliabilitas yang cukup memuaskan kecuali untuk empat variabel yaitu Dependence, Calculative Commitment, Affective Commitment, dan Loyalitas. Goodness of fit (kecocokan) model secara keseluruhan menunjukkan hasil yang cukup baik. Uji hipotesis pada model struktural menunjukkan hasil dari 16 hipotesis penelitian terdapat tujuh hipotesis yang diterima, enam hipotesis yang tidak signifikan, dan satu hipotesis yang ditolak. Dua hipotesis tidak dapat dibuktikan pada path diagram dalam model struktural lalu kepadanya dilakukan uji tambahan regresi linear dengan SPSS 17.0 dan memberikan hasil yang tidak signifikan, yaitu pengaruh Dependence terhadap Affective Commitment dan pengaruh Calculative Commitment terhadap Loyalitas. Hasil yang tidak signifikan lainnya ditunjukkan pada hubungan Relationship Benefit dan Social Bonding terhadap Dependence, Dependence terhadap Calculative dan Normative Commitment, Trust terhadap Calculative Commitment, dan Normative Commitment terhadap Loyalitas. Pengaruh positif yang signifikan diperlihatkan pada hubungan antara Relationship Termination Costs terhadap Dependence dan Trust, Communication terhadap Trust, Trust terhadap Affective dan Normative Commitment, dan Affective Commitment terhadap Loyalitas. Sedangkan pengaruh negatif yang signifikan ditemukan pada hubungan antara Opportunistic Behavior dan Social Bonding terhadap Trust.

.....Research studied about relationship between the antecedents of Dependence and Trust, those are Relationship Benefit, Social Bonding, Relationship Termination Costs, Opportunistic Behavior, and Communication in order to build rice supplier commitment and loyalty to BULOG in B2B relationship. Commitment in this study are classified by the motivations, those are Calculative, Affective, and Normative Commitment. Pre test was done before the main test to check the validation and reliability of questionnaire as the research instrument. Main test was done to 166 rice milling in West Java which are listed as paddy/ rice supplier for BULOG in 2013, whether active or not. Respondent perception about BULOG was

measured by items of indicator in questionnaire with five Likert scale. Structural Equation Modelling by LISREL 8.7 then used for data processing. Measurement model indicated good result of validity and reliability, for exception four variable, those are Dependence, Calculative Commitment, Affective Commitment, and Loyalty. Goodness of fit for overall model showed good enough result. 16 of hypothesis testing with structural model showed result seven hypothesis are supported, six are not significant, and one is rejected. Two of hypothesis cannot be tested in path diagram - structural model and for this case a linear regression test by SPSS 17.0 was treated to both. The result was not significant for both relationship, those are the impact of relationship between Dependence to Affective Commitment and Affective Commitment to Loyalty. Not significant results also found in impact of relationship between Relationship Benefit and Social Bonding to Dependence, Dependence to Calculative and Normative Commitment, Trust to Calculative Commitment, and Normative Commitment to Loyalty. Positive impact result found in relationship between Relationship Termination Costs to Dependence and Trust, Communication to Trust, Trust to Affective and Normative Commitment, and Affective Commitment to Loyalty. Two negative impact result found in relationship between Opportunistic Behavior and Social Bonding to Trust.