

ABSTRACT

Good relationship quality between supplier and craftsman is very important for the achievement of a business in the long term. But the problems that occur in center Binong Jati is a supplier of raw materials that must work together with many craftsmen causing scarcity in raw materials. The relationship quality between the supplier and the craftsman in Binong jati is influenced by the supplier relationship management factor.

The purpose of this study is to know the implementation of supplier relationship management and how high the relationships quality according to craftsmen in Binong jati, and to know how much influence of supplier relationship management on the relationships quality in binong jati.

The method used in this research is quantitative, descriptive and conclusive (causal) method, with cross section data. The type of nonprobability sampling used in this study is slovin nonprobability sampling with the results of 170 craftsmen. While the analysis technique used is multiple regression analysis. The variables in this study are quality (X1), trust (X2), lead-time (X3), collaboration (X4) and interaction (X5) and relationship quality (Y) as dependent variable.

The results showed that the influence of supplier relationship management on the relationships quality in Binong jati showed a positive and significant relationship of 70.9%. Partially quality has influence 26,4% to relationship quality, trust have influence 18,5% to relationship quality, lead-time have influence 2,9% to relationship quality, collaboration have influence 2,8% to relationship quality and interaction have influence 20.2% on relationship quality.

Based on the results of research can be concluded that supplier relationship management has a positive and significant impact on the quality of relationships. Variable X which has positive and significant influence is quality, trust and interaction. The insignificant variable X is the lead-time and collaboration. The suggestion that can be given in this research is the need to pay attention to time reduction and collaboration factor to maximize supplier relationship management.

Keywords: interaction, quality, trust, collaboration, relationship quality, lead-time