

ABSTRACT

Knowledge sharing suppliers are one way for a company to maintain and manage good supply chain management by sharing important experiences, knowledge, and information. Knowledge sharing can minimize misunderstandings and push supply chain management performance to the maximum. Factors that can determine knowledge sharing suppliers are tie strength, network stability, shared understanding and trust. The purpose of this study is to determine whether tie strength, network stability, shared understanding and trust simultaneously have an influence on knowledge sharing Jimmy Butcher's suppliers. This study uses questionnaires to obtain the data needed and then distributed to 40 Jimmy Butcher suppliers. The analysis technique used in this study is descriptive analysis and multiple linear regression. The results of this study indicate that there is a significant positive effect between tie strength, network stability, shared understanding and trust simultaneously on knowledge sharing Jimmy Butcher's suppliers. With the coefficient of determination of tie strength, network stability, shared understanding and trust worth 0.482 which indicates that the level of influence is 48.2%.

Keywords : Supply Chain Management, Knowledge sharing, supplier