

## **ABSTRACT**

*FPS Famous Pacific Shipping is a company engaged in the field of the expedition which was formed in 2006, the company began with the name Internusa Hasta Buana which was founded by Mr. Iskandar Zulkarnain in 1991. Internusa Hasta Buana then gave birth to a subsidiary namely FPS Indonesia (Famous Pacific Shipping). FPS Indonesia has a role as a provider of international and domestic transportation services. FPS Indonesia provides a variety of shipping services such as Ocean Freight, Air Freight services, International and domestic distribution, warehousing and supply chain management. To get good marketing performance results also need good and effective strategies. Mature strategies are needed by companies to be able to read market opportunities and also recognize the behavior of customers, to develop effective and efficient strategies also need competent people. Therefore every employee in the company must be able to develop their respective knowledge. Based on previous research knowledge management has an influence on marketing performance*

*The purpose of this study was to analyze the effect of Knowledge Management on Supplier Performance at PT. FPS Indonesia. The unit of analysis is a total sample of 20 employees of PT. FPS Indonesia.*

*The data collection method was carried out through questionnaires containing 20 valid questions. The analysis technique uses simple linear regression and the data is calculated using the SPSS program.*

*Based on the calculation of the coefficient of determination shows a value of 59.8% which means this value indicates that the Knowledge Management variable has an influence on Marketing Performance of 59.8% and the remaining 40.2% is influenced by variables not examined.*

**Keywords: Knowledge Management, Marketing Performance, FPS Indonesia**