

ABSTRAK

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Pengaruh Biaya Vendor dan Kualitas Layanan Vendor terhadap *Supplier Relationship Management* (SRM) dengan Kepercayaan Perusahaan sebagai Variabel *Intervening* pada PT Batara Integra Nusa

xv + 162 hlm

Keberhasilan *Supplier Relationship Management* (SRM) dalam industri logistik rantai pasok sangat bergantung pada sinkronisasi kinerja serta pengelolaan operasional vendor secara efektif. Riset ini menganalisis pengaruh Biaya Vendor dan Kualitas Layanan Vendor terhadap SRM dengan Kepercayaan Perusahaan sebagai variabel *intervening* pada PT Batara Integra Nusa.

Guna membedah keterkaitan antar variabel tersebut, pendekatan kuantitatif dengan desain eksplanatori diterapkan melalui metode sensus terhadap 78 karyawan. Seluruh proses analisis data pengujian dilakukan menggunakan teknik *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 3.0.

Berdasarkan hasil pengujian struktural, temuan penelitian membuktikan bahwa Biaya Vendor tidak memiliki pengaruh signifikan terhadap Kepercayaan Perusahaan maupun SRM. Sebaliknya, Kualitas Layanan Vendor dan Kepercayaan Perusahaan terbukti berpengaruh signifikan terhadap SRM. Lebih lanjut, Kepercayaan Perusahaan berhasil memediasi pengaruh Kualitas Layanan Vendor terhadap SRM.

Kata Kunci: Biaya Vendor, Kualitas Layanan Vendor, Kepercayaan Perusahaan, Manajemen Hubungan Pemasok.

Referensi: 43 jurnal, 28 buku, dan 3 internet

ABSTRACT

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The influence of Vendor Cost and Vendor Service Quality on Supplier Relationship Management (SRM) with Company Trust as an Intervening Variable at PT Batara Integra Nusa

xv + 162 pages

The success of Supplier Relationship Management (SRM) within the supply chain logistics industry heavily relies on the synchronization of performance and effective operational vendor management. Driven by this vital role, this study evaluates the impact of Vendor Cost and Vendor Service Quality on SRM, utilizing Company Trust as an intervening variable at PT Batara Integra Nusa.

To examine these structural relationships, a quantitative approach with an explanatory design was implemented using a census method involving 78 employees. The underlying data analysis was subsequently conducted using Partial Least Squares-Structural Equation Modelling (PLS-SEM) through SmartPLS 3.0 software.

The empirical findings demonstrate that Vendor Cost has no significant effect on Company Trust or SRM. Conversely, Vendor Service Quality and Company Trust exhibit a significant positive effect on SRM. Furthermore, Company Trust successfully mediates the influence of Vendor Service Quality on SRM.

Keywords: Vendor Cost, Vendor Service Quality, Company Trust, Supplier Relationship Management.

References: 43 journals, 28 books, and 3 internet sources