

ABSTRACT

To increase the business performance, perum Bulog as a government public company that handle the distribution of rice, made a lot of cooperation with the partners. But in reality, the implemented cooperation strategic has caused a lot of problems. This research based on the problems on Perum Bulog Divre Jateng, the partnership didn't make any progress, for example, put the unstandard rice in and and the schedule is not work well. The distribution of rice for the poor (raskin) still had complains from the receiver benefit, like: smell bad and lousy, shows that the quality of cooperation not optimal yet. This can influence the business performance. That's why this research purpose is to analyse the influence of partners characteristic, partners commitment, and partners service toward the cooperation quality in order to increase the business performance.

Population used in this research were 120 partners of Perum Bulog. The research done by proportional random sampling. Based on proportional random sampling 120 samples collected. Data collection technique by documentation, while questionnaire sent by writer straight ahead to respondent. So that writer could explain about the background and how to answer the questionnaire. This was meant to enlarge the possibilities to get the answer from respondent (respond rate) and reduce the possibilities of missed in filling the questionnaire caused by unclear information. The analysis technique using Structural Equation Modelling (SEM) software to analyze the data.

The analyze result shows that partners characteristic, partners commitment, and partners service have influence toward cooperation quality and to increase the business performance. The strategic meaning that found is the partner whose characteristics suits with the need of Perum Bulog Divre Jateng will strengthen the good cooperation quality, increase the quality of relationship, caused a strong commitment to keep the good quality of cooperation. The partnership service by perum Bulog Divre Jateng in creating the increase of long term strategic cooperation and the good quality between the partners and perum Bulog Divre Jateng in increasing business performance.

Keywords: partners characteristic, partners commitment, and partners service, cooperation quality and business performance.