

ABSTRACT

The travel agency industry has now entered a new chapter. Since the development and proliferation of online travel agencies (OTAs) the market share of conventional travel agencies has been eroded. Even so, this happened the other way around in conventional travel agencies partnering with PT Garuda Indonesia Semarang Branch Office. The strategy of developing relationships in the supply chain is alleged to be able to improve the performance of companies and partners. Therefore, this case study research was conducted to analyze the effect of service quality and communication on the quality of supply chain relationships and their implications for voluntary performance at PT Garuda Indonesia Semarang Branch Office.

Structural Equation Model (SEM) based on Partial Least Square (PLS) is an analytical technique used to analyze the relationship between variables in this study. Five hypotheses were developed to be tested against 40 conventional travel agencies under the care of Garuda Indonesia (Persero), Tbk.

As a result, there is a significant positive relationship for communication variables to voluntary performance and service quality to relationship quality. The use of more samples than used in this study, namely a number of 40 samples may provide better results. The researcher suggests further research to conduct a more in-depth investigation of the effect of switching costs on voluntary performance.

Keywords: *Communication, Service Quality, Relationship Quality, Supply Chain Relationship, Voluntary Performance, Airline Industry*