

ABSTRACT

The relationship strategy between suppliers and buyers is one of the important factors in supporting the Business Performance including the Pharmaceutical Industry because it has an impact on the ability of suppliers to supply and ensure availability of the raw materials for the manufacturing processes and guarantee the supply of finished products to customer. The industry faces problem related to availability of these raw materials both in terms of time and quantity required due to delays in supply from suppliers (inconsistent raw material supply and delivery), this problem is getting worst by the condition of low and fluctuating of sales forecast accuracy. The phenomenon of the Covid-19 pandemic also worsens the condition of the raw materials availability because this pandemic causes a shortage and disruption of raw material supply. These study is a qualitative research with descriptive analysis from the result of in-dept interviews with representative informant from buyer's and supplier's. The research objectives is to study of the key factors that will be impacted on the relationship strategy between suppliers and buyers which ultimately contribute to business continuity and also business performance. The results obtained from this case study indicate that motive factors, commitment and responsibility factors, trust and reputation factors, interpersonal relationship factors, communication and information sharing factors, contract fairness factors, quality and reliability factors, business performance evaluation factors, support factors from top management and sourcing strategy factors are important factors in the relationship strategy between buyers and suppliers in order to ensure availability of raw materials in good quantity, timeliness and quality which will ultimately contribute to the business continuity and performance of the company's.

Keywords: Relationship Strategy, Buyer's and Supplier's, Business Performance, Pandemic Covid-19, Pharmaceutical Industry