

ABSTRACT

This study aims to analyze how these factors influence the quality of the relationship (commitment and trust) on the performance of the company's supply chain.

The sampling technique used was purposive sampling. Respondents from this study amounted to 100 respondents, where respondents are supplying raw material at PT. Herbal Medicine Industry Cap Jago Semarang. Data analysis tool used is a Structural Equation Modelling (SEM) which is operated through a program Amos 16.

The results of this research data analysis show models were well received and can prove that (1) the trust has a positive effect on relationship quality, (2) the trust has a positive effect on the performance of the supply chain, (3) commitment to a positive influence on relationship quality, (4) commitment positive effect on supply chain performance, and (5) the quality of relationships has a positive effect on the performance of the supply chain

Key words: commitment, trust, quality of relationships, supply chain performance.