

ABSTRACT

The purpose of this research is to analyze the success factors of the partnership between BRI and BRILink agents in the Grobogan Regency, Central Java. This research will analyze aspects and indicators of the assessment of the partnership relationship between BRI and BRILink agents as well as develop a soft model of partnership strategy between BRI and BRILink agents so that a sustainable and mutually beneficial partnership relationship can be realized. This study used a qualitative method with the theory of push-pull-mooring factors to explain the influence between variables and to build a soft model for BRI partnerships with BRILink agents. The interview process was carried out on research subjects, namely informants who were divided into 3 (three) categories, namely 3 existing BRILink Agent informants, 3 ex-BRILink agent informants and 3 informants from BRI branch of Purwodadi.

The results showed that there were 28 factors that played a role in building partnerships between BRI and BRILink agents which were divided into 5 push factors and 23 pull factors. Based on the finding factors that explain a sustainable and mutually beneficial partnership relationship between BRI and BRILink agents, this study develops a soft partnership model that explains the direction of the influence of the finding factors.

Keywords: *success factors, partnerships, assessment aspects and indicators, soft partnership strategy models, qualitative methods, push-pull-mooring factors.*