

ABSTRACT

The company's strategy to meet the ever-changing market indispensable suppliers that are key to effective supply chain management. In its development strategy concept supplier entered a new phase in the development of corporate strategy. Good supply chain performance in the supply chains of companies making the company able to provide the desired product according to the whim or the end consumer, and can supply goods to market quickly and on time at a competitive price, so it is more superior than its competitors.

This study aimed to analyze the implementation of the Long Term Cooperation Strategy adopted by the PT. Charoen Pokphand Semarang, whether it is appropriate and able to improve Supply Chain Performance. As a feed company that has many suppliers, PT. Charoen Pokphand Semarang have problems in fulfilling the raw material supply contracts, and delays in the supply of raw materials.

Based on these problems, the purpose of this study was to explore the factors that affect the long-term cooperation strategy to improve the performance of the company's supply chain. In this study developed a theoretical model to propose five hypotheses to be tested using Structural Equations Modeling (SEM) using AMOS software. Respondents were used in this study were taken from the suppliers of raw materials PT. Charoen Pokphand Semarang totaling 127 respondents.

The results of the data processing SEM for Full Model meets the criteria of goodness of fit. The results showed that the function and existence of the antecedents of the Long Term Cooperation Strategy has a high role in determining the Supply Chain Performance. From this research produced the conclusion that based on the analysis of the effect can be shown that the Communication have a higher impact on performance compared with Commitment Supply Chain.

Keywords: Commitment, Communication, Long Term Cooperation Strategy, Supply Chain Performance.