

ABSTRACT

The numbers of the low-quality products supplied from the suppliers to the company led to a conflicts between the two. It affects the supply chain performance of the company viewed from the non-fulfillment of the orders from the company which led to the adequacy of inventory at the company disturbed. To overcome these problems, it is needed to investigate any variables that may influence it. In this study, it will taken variables: Communication and Characteristics of the Company deemed to affect Partnership Quality to improve the Supply Chain Performance.

The population studied is from the supplier CV. Serba Indah Jaya in totaling with 127 companies. By using Structural Equation Modeling (SEM) as a means of data analysis, resulting of research that the Communication variable and Characteristics of the Company variable provides a positive effect on the Partnership Quality variable and Supply Chain Performance variable, as well as Partnership Quality variable positive effect on the Supply Chain Performance variable.

Having regards to the results of the study, it is to be expected that the company can improve supply chain performance by implementing it.

Keywords: Supply chain performance, partnership quality, characteristics of the company, communication.