SUMMARY

MOHAMMAD TAKDIR MULYADI. Partnership Analysis for the Supply Chain of Seed Potato in West Java Province. Supervised by HENY K.S. DARYANTO, BUSTANUL ARIFIN and ARIF IMAM SUROSO.

Potatoes are one source of food that has priority to be developed. Indonesian potato production is still not able to meet the needs of the national potato, thus partly met from imports. The low productivity of certified seed potatoes is a national problem needs to be solved through a partnership pattern.

This study aimed to: (i) identify the factors that affect the level of seed potato supply chain partnerships,(ii) analyze the effect of level partnerships on the partnership performance, (iii) adapting patterns of influence on the performance of supply chain partnerships for seed potatoes business partnership in the future. Data were collected through interviews and distribution of questionnaires to 415 respondents involved in the seed potato partnership within the period of June to December 2013. Samples of data taken with quota sampling method with the proportion of offenders partnership. This research is a quantitative study using a structural equation analysis modelling (SEM).

The results of this study showed the influence of partnership on the achievement level of operational performance results shown by: the production cost savings, reduction of process time and product quality improvement. Besides, it also affects the partner level relational performance results shown by the mutual trust between partners, increasing the effectiveness and credibility of the partnership process. To fix the seed potatoes partnership in the future in addition to strengthening the existing partnership level today by always prioritizing activities together, creating interrelated activities and improve the organization, the need to increase the commitment, confidence and insight to partners partnership between the parties.

Key words: partnerships, supply chain, business performance, operations outcomes, relational outcomes.