

## RINGKASAN

Penelitian ini merupakan penelitian survei yang dilakukan pada pelaku industri kecil dan menengah olahan makanan ringan di Kecamatan Wonosobo. Penelitian ini mengambil judul: “Pengaruh *Trust*, *Communication*, dan *Long Term Relationship* Terhadap Kinerja *Supply Chain Management* dan Pengaruhnya Terhadap Kinerja Operasional (Studi Pada Industri Kecil dan Menengah Olahan Makanan Ringan di Kecamatan Wonosobo)”.

Tujuan penelitian ini adalah untuk mengetahui pengaruh langsung dan tidak langsung antara *trust*, *communication*, dan *long term relationship* terhadap kinerja *supply chain management* serta pengaruhnya terhadap kinerja operasional.

Populasi dalam penelitian ini adalah semua pelaku industri kecil dan menengah olahan makanan ringan di Kecamatan Wonosobo yaitu 64 industri. Jumlah responden yang diambil dalam penelitian ini adalah 40 responden. *Simple random sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan *path analysis* menunjukkan bahwa: (1) *Trust* berpengaruh positif terhadap kinerja *supply chain management*, (2) *Communication* berpengaruh positif terhadap kinerja *supply chain management*, (3) *Long term relationship* berpengaruh positif terhadap kinerja *supply chain management*, (4) *Long term relationship* merupakan variabel yang paling berpengaruh terhadap kinerja *supply chain management*, kemudian berdasarkan analisis data dengan menggunakan analisis regresi sederhana menunjukkan (5) Kinerja *supply chain management* berpengaruh positif terhadap kinerja operasional.

Implikasi dari kesimpulan diatas yaitu untuk meningkatkan *communication*, perusahaan perlu saling melakukan pertukaran informasi, dan memperhatikan intensitas atau besarnya komunikasi yang dilakukan, memperhatikan isi komunikasi, media komunikasi yang digunakan, serta efektivitas umpan balik komunikasi yang diberikan. Untuk meningkatkan *long term relationship*, perusahaan perlu meningkatkan kepercayaan, ketergantungan antar pihak, serta kepuasan terhadap pemasok agar hubungan kerjasama tetap dapat terjalin dan bertahan dalam waktu yang lama. Untuk meningkatkan kinerja *supply chain management*, perusahaan perlu menjalin kerjasama yang baik dengan semua pihak yang terlibat dalam kegiatan rantai pasok, yang dapat dilakukan dengan meningkatkan kepercayaan, komunikasi, serta menjaga dan memelihara komitmen dan hubungan dengan pemasok. Untuk meningkatkan kinerja operasional perusahaan perlu memperhatikan pangsa pasar yang ingin dicapai, strategi peluncuran produk baru, menjaga kualitas produk, memelihara efektivitas pemasaran, serta menjaga dan memelihara kepuasan konsumen dengan memberikan produk yang sesuai dengan harapan konsumen.

## SUMMARY

*This research is a survey research conducted on small and medium-sized industries processed by snacks in the District of Wonosobo. This study took the title: "The Effect of Trust, Communication, and Long Term Relationship on Supply Chain Management Performance and Its Effect on Operational Performance (Studies in Small and Medium Industries of Snacks Processed in Wonosobo District)".*

*The purpose of this study was to determine the direct and indirect effects of trust, communication, and long term relationships on supply chain management performance and its effect on operational performance.*

*The population in this study were all small and medium-sized industries processed by snacks in Wonosobo District, which were 64 industries. The number of respondents taken in this study were 40 respondents. Simple random sampling method is used in determining respondents.*

*Based on the results of research and data analysis using path analysis shows that: (1) Trust has a positive effect on supply chain management performance, (2) Communication has a positive effect on supply chain management performance, (3) Long term relationship has a positive effect on supply chain management performance , (4) Long term relationship is the most influential variable on supply chain management performance, then based on data analysis using simple regression analysis shows (5) Supply chain management performance has a positive effect on operational performance.*

*The implications of the conclusions above are to improve communication, companies need to exchange information, and pay attention to the intensity or magnitude of the communication carried out, pay attention to the content of communication, the media of communication used, and the effectiveness of the communication feedback provided. To improve long term relationships, companies need to increase trust, dependency between parties, and satisfaction with suppliers so that cooperative relations can still be established and last for a long time. To improve supply chain management performance, companies need to establish good cooperation with all parties involved in supply chain activities, which can be done by increasing trust, communication, and maintaining and maintaining commitments and relationships with suppliers. To improve operational performance, companies need to pay attention to the market share they want to achieve, strategies for launching new products, maintaining product quality, maintaining marketing effectiveness, and maintaining and maintaining customer satisfaction by providing products that meet consumer expectations.*