

**PENILAIAN KINERJA RANTAI PASOK BAHAN MAKANAN POKOK DI
KOTA BANDUNG MENGGUNAKAN PENDEKATAN TRIADIK: PERAN
DARI KUALITAS HUBUNGAN DAN DAMPAK DARI REVOLUSI
INDUSTRI 4.0**

SKRIPSI

Diajukan Untuk Memenuhi Sebagian Syarat untuk Memperoleh
Gelar Sarjana Ekonomi Pada Program Studi Manajemen
Universitas Pendidikan Indonesia



Oleh
Andjar Rasmita Adji
NIM 1600336

**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2020**

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi/tesis/disertasi dengan judul "Kinerja Rantai Pasok Bahan Makanan Pokok di Kota Bandung Menggunakan Pendekatan Triadik: Peran dari Kualitas Hubungan dan Kaitannya dengan Revolusi Industri 4.0" ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

ABSTRAK

Skripsi ini mengambil judul “Penilaian Kinerja Rantai Pasok Bahan Makanan Pokok di Kota Bandung Menggunakan Pendekatan Triadik: Peran dari Kualitas Hubungan dan Kaitannya dengan Revolusi Industri 4.0”. Penelitian ini dilakukan untuk menelusuri alur dan kinerja rantai pasok beras, daging ayam, telur ayam, bawang merah dan cabai merah sebagai komoditas utama bahan makanan pokok di kota Bandung, mencari tahu mengenai perbedaan persepsi anggota rantai pasok bahan makanan pokok di kota Bandung tentang kinerja rantai pasok SCP dan kualitas hubungan RQ dan bagaimana komponen RQ mempengaruhi SCP, serta melihat dampak dari revolusi industri 4.0 pada sektor agrikultur di kota Bandung menggunakan pendekatan triadik. Ditemukan bahwa tidak terdapat perbedaan signifikan mengenai SCP dan RQ yang dirasakan anggota rantai pasok. Dapat dikonfirmasi pula komponen RQ secara agregat memiliki pengaruh positif terhadap SCP dan SCP bahan makanan pokok dalam kondisi yang gawat, karena memiliki tingkat ketergantungan yang sangat tinggi terhadap pasokan dari kota lain bahkan impor dalam hal pemenuhan kebutuhannya serta akan sangat sulit menjaga stabilitas harga dan jumlah ketersediaan barang di pasar, sehingga perlu adanya strategi pemanfaatan lahan agar mengurangi jumlah pasokan dari luar kota atau provinsi bahkan impor. Aplikasi E-Priangan pun muncul sebagai dampak revolusi industri 4.0 di sektor agrikultur di kota Bandung.

ABSTRACT

This thesis takes the title “Performance Assessment of Staple Food Supply Chain in Bandung City Using Triadic Approach: The Role of Relationship Quality and its Relation with the Industrial Revolution 4.0”. This research was carried out to explore the supply chain flow and performance of rice, chicken meats, chicken eggs, shallots, and red chili, to find out about the different perceptions of the members of the staple food supply chain in Bandung about the SCP supply chain performance and the quality of the RQ relationship and how the RQ component influenced SCP, and see the impact of the industrial revolution 4.0 on the agriculture sector in the city of Bandung using triadic approach. It was found that there were no significant differences about perceived SCP and RQ among supply chain members, It can also be confirmed that the RQ component in the aggregate has a positive effect on SCP and the staple food SCP was on critical condition because they have a very high level of dependence on supplies from other cities and even imports in terms of meeting their needs and it will be very difficult to maintain price stability and the amount of goods available in the market, so there is a need for land use strategy in order to reduce the amount of supply from outside the city or province and even imports. Applications called E-Priangan have summed up because the effect of industrial revolution 4.0

KATA PENGANTAR

Puji syukur penulis panjatkan pada Allah SWT yang telah melimpahkan rahmat serta karunia, sehingga penulis akhirnya dapat menyelesaikan skripsi ini dengan sebaik-baiknya.

Penulis amat menyadari pentingnya bantuan dan dorongan dari berbagai pihak yang telah mewujudkan penyelesaian skripsi ini dengan baik. Dengan segala kerendahan hati dan rasa hormat serta kebanggan, penulis mengucapkan terima kasih dan penghargaan setinggi-tingginya kepada:

1. Kedua orang tua bapak Agus Setiana, S.IP dan ibu Mustiqa Musyarofa, A.Md, terima kasih telah selalu berkorban, membimbing dan menjaga serta mendidik penulis. Gelar sarjana ini penulis persembahkan untuk kalian.
2. Dr. Chairul Furqon, S.Sos., M.M selaku dosen pembimbing 1 yang telah membimbing dengan memberikan yang terbaik untuk kelancaran skripsi penulis.
3. Dr. H. Mokh. Adib Sultan, S.T., M.T selaku dosen pembimbing 2 yang telah selalu membimbing sejak awal penulisan skripsi ini masih menjadi bahan metodologi penelitian.
4. Prof. Dr. H. Suryana, M.Si selaku Pembimbing Akademik yang selalu memberi masukan dukungan dan motivasi dalam penyelesaian skripsi ini.
5. Dr. Heny Hendrayati, S.IP., M.M selaku Ketua Program Studi Manajemen yang telah memotivasi dan memfasilitasi agar penulis dapat menyelesaikan studi.
6. Dosen-dosen program studi Manajemen yang telah mendidik dan memberikan ilmu bagi penulis agar dapat menyelesaikan studi ini.
7. Prof. Dr. H. Agus Rahayu, M.P selaku Dekan FPEB yang telah menyediakan fasilitas dan kebutuhan untuk keberlangsungan proses perkuliahan
8. Nunung Susanti, S.Pt selaku APHP Dinas Pertanian dan Ketahanan Pangan Kota Bandung yang telah membantu penulis memberikan berbagai data mengenai struktur pasar dan data para pelaku usaha bahan makanan pokok di kota Bandung.

9. Adik-adik penulis yang sangat penulis sayangi Arya Unggul Saputra, Anggita Arsyikirani, Fakhira Salsabila, Zainadine Salsabila, terima kasih untuk selalu menemani dalam suka dan duka.
10. Sahabat karib penulis Difio Rahmandha, Gian Gestafilla Arifin, Novian Yusuf Putra Mutlima, Rafialdi Hanif Srihadi, Subhan Mulyana yang selalu berbagi kisah suka dan duka sejak 2013 dan membantu menyebarkan kuisisioner ke pasar-pasar di kota Bandung
11. Firdausha Adhika Putri selaku teman seperjuangan yang selalu membantu dan menemani serta mendukung penulis menyelesaikan skripsi serta memberikan berbagai nasihat dan pembelajaran agar penulis menjadi diri yang lebih baik.
12. Kawan seperjuangan selama perkuliahan Salma Muqitaputri Gunawan, Winna Johar Arsyi dan Adhi Muzakki, terima kasih atas bantuan dan berbagi kisahnya.
13. Kawan seperjuangan di Manajemen 2016 terkhusus konsentrasi Manajaemen Operasional, semoga tetap dapat berkawan sampai lulus nanti.
14. Teman-teman manajemen angkatan 2013, 2014, 2015, 2016, 2017 yang telah melakukan berbagai kegiatan bersama dan memberikan berbagai nasihat serta masukan kepada penulis agar menjadi pribadi yang lebih baik.
15. Teman-teman KKN di Desa Bobojong, Kecamatan Mande, Kabupaten Cianjur, Annisa Choerunnisa, Deuis Suci Wulan Sari, Elsa Novelia, Firdausha Adhika Putri, Indah Sri Pangesti, Lia Marlina, Nugraha Mochamad Arifa, Rais Rahayu, Roma Desnia.

DAFTAR ISI

PERNYATAAN KEASLIAN SKRIPSI.....	i
ABSTRAK	i
ABSTRACT.....	ii
KATA PENGANTAR	iii
DAFTAR ISI.....	v
DAFTAR TABEL.....	viii
DAFTAR GAMBAR	ix
DAFTAR LAMPIRAN.....	x
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Rumusan Masalah Penelitian.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Kegunaan Penelitian	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA	Error! Bookmark not defined.
2.1. Kajian Pustaka	Error! Bookmark not defined.
2.1.1 Manajemen Operasi	Error! Bookmark not defined.
2.1.2 Manajemen Rantai Pasokan	Error! Bookmark not defined.
2.1.3 Kualitas Hubungan (Relationship Quality)	Error! Bookmark not defined.
2.1.4 Revolusi Industri 4.0	Error! Bookmark not defined.
2.2. Kerangka Pemikiran.....	Error! Bookmark not defined.
2.3. Penelitian Terdahulu	Error! Bookmark not defined.
2.4. Perumusan Hipotesis.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
3.1 Objek Penelitian	Error! Bookmark not defined.
3.2 Metode dan Desain Penelitian	Error! Bookmark not defined.

3.2.1.	Metode Penelitian.....	Error! Bookmark not defined.
3.2.2.	Desain Penelitian.....	Error! Bookmark not defined.
3.3	Operasional Variabel	Error! Bookmark not defined.
3.4	Sumber dan Alat Pengumpulan Data.....	Error! Bookmark not defined.
3.4.1	Data Primer	Error! Bookmark not defined.
3.4.2	Data Sekunder	Error! Bookmark not defined.
3.5	Populasi, Sampel dan Teknik Penarikan Sampel	Error! Bookmark not defined.
3.5.1	Populasi	Error! Bookmark not defined.
3.5.2	Sampel dan Teknik Penarikan Sampel	Error! Bookmark not defined.
3.6	Rancangan Analisis Data dan Uji Hipotesis	Error! Bookmark not defined.
BAB IV HASIL DAN PEMBAHASAN		
4.1	Deskripsi Variabel yang Diteliti.....	Error! Bookmark not defined.
4.2	Hasil Uji Hipotesis	Error! Bookmark not defined.
4.2.1.	Uji Validitas	Error! Bookmark not defined.
4.2.2.	Uji Reliabilitas	Error! Bookmark not defined.
4.2.3.	Uji Perbedaan Persepsi yang Diharapkan Anggota Rantai Pasok Bahan Makanan Pokok Mengenai Kinerja Rantai Pasok (SCP) dan Kualitas Hubungan (RQ) di Kota Bandung	Error! Bookmark not defined.
4.3	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
4.3.1.	Kinerja Rantai Pasok Bahan Makanan Pokok di Kota Bandung	Error! Bookmark not defined.
4.3.2.	Dampak Revolusi Industri 4.0 Terhadap Sektor Agrikultur di Kota Bandung	Error! Bookmark not defined.
BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI		
Error! Bookmark not defined.		

5.1.	Simpulan.....	Error! Bookmark not defined.
5.2.	Implikasi dan Rekomendasi	Error! Bookmark not defined.
	DAFTAR PUSTAKA	80
	LAMPIRAN.....	Error! Bookmark not defined.

DAFTAR TABEL

- Tabel 2. 1 Berbagai Kegiatan Supply Chain Management **Error! Bookmark not defined.**
- Tabel 2. 2 Berbagai Dimensi Kualitas Hubungan... **Error! Bookmark not defined.**
- Tabel 2. 3 Penelitian Terdahulu **Error! Bookmark not defined.**
- Tabel 3. 1 Operasionalisasi Variabel **Error! Bookmark not defined.**
- Tabel 3. 2 Interpretasi Besaran Nilai r **Error! Bookmark not defined.**
- Tabel 3. 3 Interpretasi Angka Reliabilitas..... **Error! Bookmark not defined.**
- Tabel 4. 1 Jumlah Sampel Upstream **Error! Bookmark not defined.**
- Tabel 4. 2 Jumlah Sampel Midstream..... **Error! Bookmark not defined.**
- Tabel 4. 3 Jumlah Sampel Downstream..... **Error! Bookmark not defined.**
- Tabel 4. 4 Hasil Uji Validitas RQ **Error! Bookmark not defined.**
- Tabel 4. 5 Hasil Uji Validitas SCP **Error! Bookmark not defined.**
- Tabel 4. 6 Hasil Uji Reliabilitas RQ **Error! Bookmark not defined.**
- Tabel 4. 7 Hasil Uji Reliabilitas SCP..... **Error! Bookmark not defined.**
- Tabel 4. 8 Uji Perbedaan Persepsi Mengenai SCP **Error! Bookmark not defined.**
- Tabel 4. 9 Uji Perbedaan Persepsi Mengenai RQ **Error! Bookmark not defined.**
- Tabel 4. 10 Pengaruh Komponen RQ terhadap SCP **Error! Bookmark not defined.**

DAFTAR GAMBAR

- Gambar 2. 1 Proses Rantai Pasok (I Nyoman Pujawan, 2005)...**Error! Bookmark not defined.**
- Gambar 2. 2 Revolusi Industri**Error! Bookmark not defined.**
- Gambar 2. 3 Kerangka Pemikiran dari Studi**Error! Bookmark not defined.**
- Gambar 3. 1 Teknik Analisis Data.....**Error! Bookmark not defined.**
- Gambar 4. 1 Rantai Tataniaga Beras.....**Error! Bookmark not defined.**
- Gambar 4. 2 Rantai Tataniaga Daging Ayam Ras .**Error! Bookmark not defined.**
- Gambar 4. 3 Rantai Tataniaga Telur Ayam Ras**Error! Bookmark not defined.**
- Gambar 4. 4 Rantai Tataniaga Bawang Merah**Error! Bookmark not defined.**
- Gambar 4. 5 Rantai Tataniaga Cabai Merah**Error! Bookmark not defined.**
- Gambar 4. 6 Tampilan Antarmuka E-Priangan (Bahan Pangan) **Error! Bookmark not defined.**
- Gambar 4. 7 Tampilan Antarmuka E-Priangan (wilayah) .. **Error! Bookmark not defined.**

DAFTAR LAMPIRAN

Kuisisioner Kualitas Hubungan.....	Error! Bookmark not defined.
Kuisisioner Kinerja Rantai pasok (SCP).....	Error! Bookmark not defined.
Uji Validitas dan Reliabilitas Kualitas Hubungan (RQ).....	Error! Bookmark not defined.
Uji Validitas dan Reliabilitas Kinerja Rantai Pasok (SCP).....	Error! Bookmark not defined.
Uji Pengaruh RQ terhadap SCP menggunakan Regresi.....	Error! Bookmark not defined.
Surat Izin Penelitian Badan Kesatuan Bangsa dan Politik.....	Error! Bookmark not defined.
Surat Rekomendasi Penelitian Badan Kesatuan Bangsa dan Politik.....	Error! Bookmark not defined.
Surat Izin Penelitian Dinas Pertanian dan Ketahanan Pangan Kota Bandung.....	Error! Bookmark not defined.
Surat Izin Permintaan Data Dinas Pertanian dan Ketahanan Pangan Kota Bandung	Error! Bookmark not defined.
Tampilan Antarmuka Aplikasi E-Priangan.....	Error! Bookmark not defined.

DAFTAR PUSTAKA

- A. Matopoulos, M. Vlachopoulou. and V. Manthou. (2007). Exploring the Impact of e-Business Adoption on Logistics Processes: Empirical Evidence from the Food Industry. *International Journal of Logistics Research and Applications*, 10:2, 109-122, DOI: [10.1080/13675560701427270](https://doi.org/10.1080/13675560701427270).
- Ahda, F. A. (2009). *Pengaruh Bentuk Rantai Pasokan dan Kualitas Hubungan Perusahaan Pemasok dalam Mewujudkan Kinerja Pemasaran melalui Peningkatan Kinerja Rantai Pasokan*. Tesis tidak dipublikasikan, Magister Manajemen, Undip.
- Almli, V.L. (2012). *Consumer acceptance of innovations in traditional food: attitudes, expectations and perception*. Doctoral Thesis. Norwegian University of Life Sciences. ISSN1503-1667, ISBN978-82-575-1064-0.
- Anwar, S. N (2011). *Manajemen Rantai Pasokan (Supply Chain Management) Konsep dan Hakikat*, Portal Garuda, 1 (2).
- Aramyan, L.H., Oude Lansink, A.G., Van Der Vorst, J.G. and Van Kooten, O. (2007). Performance Measurement in Agrifood Supply Chains: A Case Study. *Supply Chain Management: An International Journal*, Vol.12 No.4, pp.304-315.
- Arikunto, Suharsimi. (2005). *Manajemen Penelitian*. Jakarta: PT. Rineka Cipta.
- Arikunto, Suharsimi. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktis*, edisi revisi 2010. Jakarta: Rineka Cipta.
- Azwar, Saifuddin. (2007). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar
- Batt, P. J. (2004). *Incorporating Measures of Satisfaction, Trust and Power-Dependence into an Analysis of Agribusiness Supply Chains*, in Johnson, G.I. and Hofman, P.J. (eds), ACIAR, Bali.
- Batt, P.J., Concepcion, S.B., Hualda, L.T., Migalbin, L.R., Montiflor, M.O., Manalili, N.M., McGregor, M.J., Murray-Prior, R. and Rola-Runzen, M.F. (2006). Exploring the Antecedent and Consequences of Trust between Vegetable Farmers and Their Preferred Trading Partners in Southern Mindanao. *ISHS Acta Horticulturae 699: I International*

Symposium on Improving the Performance of Supply Chains in the Transitional Economies.

- Benton, W.C. and Maloni, M. (2005). The Influence of Power Driven Buyer/Seller Relationships on Supply Chain Satisfaction, *Journal of Operations Management*, Vol. 23 No.1, pp.1-22.
- Berry, L. Leonard and Parasuraman A. (1991). *A Marketing Services*. New York: The Free Press
- Brown, J.R., Lusch, R. F. and Muehling, D. D. (1983). Conflict and Power-Dependence Relations in Retailer-Supplier Channels, *Journal of Retailing*, Vol.59 No.4, pp.53-80.
- Buttle, Francis. (2007). *Customer Relationship Management (terjemahan:Arief Subianto)*, Bayumedia Publishing.
- Cable, Daniel and Parsons, Charles. (2001). Socialization Tactics and Person–Organization Fit. *Personnel Psychology*. 54. 10.1111/j.1744-6570. 2001. Tb 00083.x.
- Cerjak, M., Haas, R., Brunner, F. and Tomic, M. (2014). What Motivates Consumers to Buy Traditional Food Products? Evidence from Croatia and Austria using Word Association and Laddering Interviews, *British Food Journal*, Vol.116 No.11, pp.1726-1747.
- Christopher, H. Lovelock., Paul, G. Patterson., Rhett, H. Walker. (2012). *Services Marketing: An Asia-Pacific Perspective*. New Jersey: Prentice Hall Europe
- Christopher, M. (1998). *Logistics and Supply Chain Management Strategies for Reducing Cost and Improving Service, 2nd ed.*, Financial Times: Pitman Publishing, London.
- Clarke, N. (2006). The Relationships between Network Commitment, its Antecedents and Network Performance. *Management Decision*, Vol.44 No.9, pp.1183-1205.
- Claycomb, C., Dröge, C. and Germain, R. (1999). The Effect of Just-in-Time with Costumers on Organizational Design and Performance. *International Journal of Logistics Management, The*, Vol.10 No.1, pp. 37-58.
- Cohen, S. and Roussel, J. (2005). *Strategic Supply Chain Management. The Five Discipline for Top Performance*, New York: McGraw-Hill.
- Collins, A., Henchion, M. and Reilly, P. (2001). Logistics Customer Service: Performance of Irish Food Exporters. *International Journal of Retail & Distribution Management*, Vol.29 No.1, pp.6-15.
- Cooper, J. C. (1993). Logistics Strategy for Global Business. *International Journal of Physical Distribution and Logistics Management*, 24, pp.12-23

Andjar Rasmita Adji, 2020

PENILAIAN KINERJA RANTAI PASOK BAHAN MAKANAN POKOK DI KOTA BANDUNG MENGGUNAKAN PENDEKATAN TRIADIK: PERAN DARI KUALITAS HUBUNGAN DAN DAMPAK DARI REVOLUSI INDUSTRI 4.0

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Covin, J. G. and Slevin, D. P. (1989). Strategic Management of Small Firms in Hostile and Benign Environments. *Strategic Management Journal*, Vol.10 No.1, pp.75-87.
- Cox, A. (1999). Power, Value and Supply Chain Management. *Supply Chain Management: An International Journal*, Vol. 4 No.4, pp.167-175.
- Crosby, L.A., Evans, K.R. and Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing*, Vol.54 No.3, pp.68-81.
- Daft, Richard L. (2006). *Manajemen*, Edisi 6. Jakarta: Salemba Empat
- [David Simchi-Levi](#), [Philip Kaminsky](#), [Edith Simchi-Levi](#). (2003). *Managing the Supply Chain: The Definitive Guide for the Business Professional*. UK: McGraw Hill Professional.
- Davies, M. and Prince, M. (2005). Dynamics of Trust Between Clients and Their Advertising Agencies: Advances in Performance Theory. *Academy of Marketing Science Review*, Vol.11, pp.1-35.
- Davis, T. (1993). Effective Supply Chain Management. *Sloan Management Review*, 34, pp 35-36.
- Dawes, J. (1999). The Relationship Between Subjective and Objective Company Performance Measures in Market Orientation Research: Further Empirical Research. *Marketing Bulletin*, Vol.10, pp.65-75.
- Doney, P.M. and Cannon, J.P. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61, 35-51. <http://dx.doi.org/10.2307/1251829>.
- Dora, M. (2016). Role of Power on Supply Chain Performance: Empirical Evidence from the Agribusiness Sector, available at: <http://bura.brunel.ac.uk/bitstream/2438/12512/1/Fulltext>.
- Drath, R., and Horch, A. (2014). Industrie 4.0: Hit or hype? *IEEE Industrial Electronics Magazine*, 8(2), 56-58. doi:10.1109/Mie.2014.2312079.
- Duarte, M. and Davies, G. (2003). Testing the Conflict– Performance Assumption in Business-to-Business Relationships. *Industrial Marketing Management*, Vol.32 No.2, pp.91-99.
- Ehie, I.C. (2010). The Impact of Conflict on Manufacturing Decisions and Company Performance. *International Journal of Production Economics*, Vol.126 No.2, pp.145-157.

- Eltantawy, R.A., Fox, G.L. and Giunipero, L. (2009). Supply Management Ethical Responsibility: Reputation and Performance Impacts. *Supply Chain Management: An International Journal*, Vol.14 No.2, pp.99-108.
- Fandy, Tjiptono. (2000). *Manajemen Jasa Edisi kedua*. Yogyakarta: Andy Offset
- Fynes, B., Burca, S. and De Voss, C. (2005). Supply Chain Relationship Quality, the Competitive Environment and Performance. *International Journal of Production Research*, Vol.43 No.16, pp.3303-3320.
- Fynes, B., De Burca, S. and Mangan, J. (2008). The Effect of Relationship Characteristics on Relationship Quality and Performance. *International Journal of Production Economics*, Vol.111 No.1, pp.56-69.
- Ganesan, S. (1994). Determinants of Long-Term Orientation in Buyer-Seller Relationships. *Journal of Marketing*, Vol. 58 No.2, pp.1-19.
- Garbarino, E. and Johnson, M.S. (1999). The Difference Roles of Satisfaction, Trust and Commitment in Customer Relationships. *Journal of Marketing*, 2, 55-59.
- George, S. Easton and Sherry, L. Jarrell. (1998). The Effect of Total Quality Management on Corporate Performance: An Empirical Investigation. *The Journal of Business*, 71, (2), 253-307.
- Geyskens, I., Steenkamp, J.B.E. and Kumar, N. (1999). A Meta-Analysis of Satisfaction in Marketing Channel Relationships. *Journal of Marketing Research*, Vol. 36 No. 2, pp.223-238.
- Geyskens, I. and Steenkamp, J.B.E. (2000). Economic and Social Satisfaction: Measurement and Relevance to Marketing Channel Relationships. *Journal of Retailing*, Vol.76 No.1, pp.11-32.
- Gellynck, X. Kühne, B. and Weaver, R.D. (2011). Relationship quality and innovation capacity of chains: the case of the traditional food sector in the EU. *International Journal on Food System Dynamics*, Vol. 2 No.1, pp.1-22.
- Ghozali, Imam. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: UNDIP.
- Goetsch David L. and Davis, Stanley B. (2007). *Pengantar Manajemen Mutu 2. Edisi Bahasa Indonesia*. Jakarta. PT Prenhallindo.

- Gunasekaran, A., Patel, C. and Tirtiroglu, E. (2001). Performance measures and metrics in a supply chain environment. *International Journal of Operations & Production Management*, Vol.21 No.1/2, pp. 71-87.
- H. Susanto, dan M. Faiz, ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KOMITMEN PENYALUR SEBAGAI UPAYA MENINGKATAN HUBUNGAN JANGKA PANJANG DENGAN PEMASOK (Studi Kasus Pada Para Penyalur PT. Merapi Utama Pharma Cabang Semarang). (2017). *JURNAL BISNIS STRATEGI*, vol. 15, no. 2, pp. 21-33. <https://doi.org/10.14710/jbs.15.2.21-33>
- Hakansson, H. and Sharma, D.D. (1996). Strategic Alliances in a Network Perspective, in Iacobucci, D. (Ed.), *Networks in Marketing*, Sage Publications, Thousand Oaks, CA, pp.108-124.
- Handoko, T. Hani. (2008). *Manajemen personalia sumber daya manusia, edisi kedua*. Yogyakarta: BPFE
- Heizer, J and Render B. (2011). *Operations Management, Global Edition 10th Edition*. New Jersey: Pearson Education Inc.
- Heizer, Jay and Barry Render. (2015). *Operations Management (Manajemen Operasi), ed.11, Penerjemah: Dwi anoegrah wati S dan Indra Almahdy*, Salemba empat, Jakarta.
- Heng, S. (2014). Industry 4.0: Upgrading of Germany's Industrial Capabilities on the Horizon. <https://ssrn.com/abstract=2656608>.
- Hennig-Thurau, T., Gwinner, K.P. and Gremler, D.D. (2002). Understanding Relationship Marketing Outcomes an Integration of Relational Benefits and Relationship Quality. *Journal of Service Research*, Vol.4 No.3, pp.230-247.
- Herjanto, Eddy. (2003). *Manajemen Operasi dan Produksi. Cetakan Ketiga*. Jakarta: PT. Grasindo
- Holma, A.M. (2012). Interpersonal Interaction in Business Triads – Case Studies in Corporate Travel Purchasing. *Journal of Purchasing and Supply Management*, Vol. 18 No.2, pp.101-112.
- Huang, C. (2012). The Impact of Relationship Quality on Customer Loyalty. *Semantic Scholar*
- Hunt, S.D. and Nevin, J.R. (1974). Power in a Channel of Distribution: Sources and consequences. *Journal of Marketing Research*, Vol.11 No.2, pp.186-193.

- Indrajit, R.E dan Djokopranoto, R. (2009). *Strategi Manajemen Pembelian dan Supply Chain*. Jakarta: PT. Grasindo.
- Jasfar, F. (2002). Kualitas Jasa dan Hubungannya dengan Loyalitas serta Komitmen Konsumen: Studi Pada Pelanggan Salon Kecantikan. *Jurnal Siasat Bisnis*. Vol. 17. No. 1.
- J. Moleong, Lexy. (2000). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Johnston, D.A, Mccutcheon, D.D., Stuart, I.F.and Kerwood, H. (2004). Effects of Supplier Trust on Performance of Cooperative Supplier Relationships. *Journal of Operation Management*, Vol.22 No.1, pp.23-38.
- Jonsson, P. and Zineldin, M. (2003). Achieving High Satisfaction in Supplier-Dealer Working Relationships. *Supply Chain Management: An International Journal*, Vol. 8 No. 3, pp.224-240.
- Jordana, J. (2000). Traditional Foods: Challenges Facing the European Food Industry. *Food Research International*, Vol.33 Nos3/4, pp.147-152.
- Kabadayi, E.T., Alan, A.K. and Erdebil, A.E. (2011). The Factors Affecting the Level of Trust between Buyer Seller: An Example from Household Appliances Sector. *Journal of Global Strategic Management*, Vol.1 No.5, pp.31-39.
- Kagermann, H., Lukas, W.D., and Wahlster, W. (2011). Industrie 4.0: Mit dem Internet der Dinge auf dem Weg zur 4. Industriellen Revolution. <http://www.vdinachrichten.com/Technik-Gesellschaft/Industrie-40Mit-Internet-Dinge-Weg-4-industriellen-Revolution>.
- Kagermann, H., Lukas, W.D., and Wahlster, W. (2013). Final report: Recommendations for Implementing the Strategic Initiative INDUSTRIE 4.0. *Industrie 4.0 Working Group*.
- Kaplan, R.S. (1983). Measuring Manufacturing Performance: A New Challenge for Managerial Accounting Research. *Accounting Review*, Vol.58 No.4, p.686.
- Kep. Menteri Industri dan Perdagangan No. 115/mpp/kep/2/1998.
- Kim, K.K., Park, S.Y. and Park, S.K. (2009). Inter-Organizational Cooperation in Buyer-Supplier Relationships: Both Perspectives. *Journal of Business Research*, Vol. 63 No. 8, pp. 863-869.
- Klaus Schwab. (2016). *The Forth Industrial Revolution*. Geneva: World Economic Forum.
- Kotler, Philip (2000). *Prinsip – Prinsip Pemasaran Manajemen*, Jakarta: Prenhalindo.

- Kotler, Philip (2005). *Manajemen Pemasaran, edisi 11, Jilid 2*. Jakarta: Prenhalindo
- Kotler dan Keller. (2009). *Manajemen Pemasaran*. Erlangga. Jakarta.
- Krause, D.R., Handfield, R.B. and Tyler, B.B. (2007). The Relationships Between Supplier Development, Commitment, Social Capital Accumulation and Performance Improvement. *Journal of Operations Management*, Vol.25 No.2, pp.528-545.
- Kuhne, B., Gellynck, X. and Weaver, R.D. (2013). The Influence of Relationship Quality on the Innovation Capacity in Traditional Food Chains. *Supply Chain Management: An International Journal*, Vol.18 No.1, pp.52-65.
- Kumar, N., Scheer, L.K. and Steenkamp, J.B.E. (1995). The Effects of Perceived Interdependence on Dealer Attitudes. *Journal of Marketing Research*, Vol.32 No.3, pp.348-356.
- Lages, C., Lages, C.R. and Lages, L.F. (2005). The RELQUAL Scale: A Measure of Relationship Quality in Export Marketventures. *Journal of Business Research*, Vol.58 No.8, pp.1040-1048.
- Lambert, D.M. and Cooper, M.C. (2000). Issues in Supply Chain Management. *Industrial Marketing Management*, Vol.29 No.1, pp.65-83.
- Lambert, D.M. (2008). *Supply Chain Management: Processes, Partnerships, Performance*, Supply Chain Management Institute. FL: Sarasota.
- Lee, D.Y. (2001). Power, Conflict and Satisfaction in IJV Supplier – Chinese Distributor Channels. *Journal of Business Research*, Vol.52 No.2, pp.149-160.
- Li, S., Ragu-Nathanb, B., Ragu-Nathanb, T. S., *et al.* (2006). The Impact of Supply Chain Management Practices on Competitive Advantage and Organizational Performance. *Omega-International Journal of Management Science*, v.47, n.9, p.107-124.
- Lupitosari, D. (2011). *Dampak Jumlah Pasar, Jumlah Pedagang dan PAD Terhadap Pertumbuhan Ekonomi Kota Surakarta Sebelum dan Sesudah Kebijakan Revitalisasi Pasar Tradisional*. Tugas Akhir. Surakarta. Universitas Negeri Sebelas Maret.
- Marzuki. (2000). *Metodologi Riset*. Yogyakarta: PT Prasetia Widia Pratama.
- Masdi, S. (2019). Revolusi Industri 4.0 Picu PHK Besar-Besaran. <https://inakoran.com/revolusi-industri-4-0-picu-phk-besar-besaran/p8635>
- McLeod, Raymond Jr, and George. (2008). *Sistem Informasi Manajemen*. Jakarta: Salemba Empat

- Mowen, John. C and Minor, Michael. (2002). *Perilaku Konsumen jilid 2*. Jakarta: Erlangga
- Mohaghar, A. and Ghasemi, R. (2011), A Conceptual Model for Supply Chain Relations Quality and Supply Chain Performance by Structural Equation Modeling: A Case Study in the Iranian Automotive Industry. *European Journal of Social Sciences*, Vol.21, pp.456-470.
- Mentzer, J.T, De Witt, W., Keebler, J.S., Min, S., Nix, N.W., Smith, C.D. and Zacharia, Z.G. (2001). Defining Supply Chain Management. *Journal of Business Logistics*, Vol. 22 No.2, pp.1-25.
- Mesic, Ž., Božic, M. and Cerjak, M. (2017). The Impact of Geographical Indications on the Competitiveness of Traditional Agri-Food Products. *Journal of Central European Agriculture*, Vol.18 No.1, pp.15-28.
- Mishra J, Morrissey MA. (1990). Trust in Employee/Employer Relationships, A Survey of West Michigan Managers. *Public Pers. Manage.* 19(4):443-463.
- Molnár, A., Gellynck, X. and Weaver, R.D. (2010). Chain Member Perception of Chain Performance: The Role of Relationship Quality. *Journal on Chain and Network Science*, Vol.10No.1, pp.27-49.
- Monczka, Robert and Petersen, Kenneth & Handfield, Robert and Ragatz, Gary. (1998). Success Actors in Strategic Supplier Alliances: The buying Company Perspective. *Decision Sciences*. 29. 553-573.
- Monczka, R. M., Trent, R. J. and Petersen, K. J. (2008). Getting on Track to Better: Global sourcing. *Supply Chain Management Review*, Vol.12 No.2, pp. 46-53.
- Moorman, C., Deshpande, R. and Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *The Journal of Marketing*, Vol.57 No.1, pp.81-101.
- Morgan, R.M. and Hunt, S.D. (1994). The Commitment Trust Theory of Relationship Marketing. *Journal of Marketing*, Vol.58No.3, pp.20-38.
- Mutonyi, S. and Gyau, A. (2014). Measuring Performance of Small and Medium Scale Agrifood Firms in Developing Countries: Gap between Theory and Practice, No 163339, *140th Seminar*, 13-15 December, *European Association of Agricultural Economists, Perugia*.
- Naudé, P. and Buttle, F. (2000). Assessing Relationship Quality. *Industrial Marketing Management*. Vol.29 No.4. pp.351-361.

- Noémi, V. (2012). Members of a Supply Chain and Their Relationships. *Applied Studies in Agribusiness and Commerce*, Vol.6 No.5, pp.131-134.
- Nyaga, G.N., Lynch, D.F., Marshall, D. and Ambrose, E. (2013). Power Asymmetry, Adaptation and Collaboration in Dyadic Relationships Involving a Powerful Partner. *Journal of Supply Chain Management*, Vol.4 9No.3, pp.42-65.
- Odongo, W., Dora, M., Molnár, A., Ongeng, D. and Gellynck, X. (2016). Performance Perceptions Among Food Supply Chain Members: A Triadic Assessment of the Influence of Supply Chain Relationship Quality on Supply Chain Performance. *British Food Journal*, Vol.118 No.7, pp.1783-1799.
- Palmatier, R.W., Dant, R.P., Grewal, D. and Evans, K.R. (2006). Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. *Journal of Marketing*, Vol. 70 No.4, pp.136-153.
- Papassapa Rauyruen, *et al.* (2016). Relationship Quality as a Predictor of B2B Customer loyalty, dalam http://onemvweb.com/sources/sources/relationship_quality.pdf, diakses 4 Januari 2016
- Paul H. Schurr, Julie L. Ozanne. (1985). Influences on Exchange Processes: Buyers' Preconceptions of a Seller's Trustworthiness and Bargaining Toughness, *Journal of Consumer Research*, Volume 11, Issue 4, March 1985, Pages 939–953, <https://doi.org/10.1086/209028>
- Prahinski, C. and Benton, W. (2004). Supplier Evaluations: Communication Strategies to Improve Supplier Performance. *Journal of Operations Management*, Vol.22 No.1, pp.39-62.
- Pujawan, I Nyoman. (2005). Supply Chain Management. Surabaya: PT Guna Widya.
- Rahmani-Nejad, Leila and Firoozbakht, Zahra & Taghipoor, Amin. (2014). Service Quality, Relationship Quality and Customer Loyalty (Case Study: Banking Industry in Iran). *Open Journal of Social Sciences*. 02. 262-268. 10.4236/jss.2014.24028.
- Rangkuti, Freddy. (2004). *Manajemen Persediaan*. Jakarta: PT Raja Grafindo.
- Rao, Purba. (1996). *Measuring consumer perception through factor analysis*. The Asian manager. February-march, pp 28-23

- Razavi, S.M., Abdi, M., Amirnequiee, S. and Ghasemi, R. (2016). The Impact of Supply Chain Relationship Quality and Cooperative Strategy on Strategic Purchasing. *Journal of Logistics Management*, Vol.5No.1, pp.6-15.
- Renko, S. (2011). The Role of Trust in the Relationship Between Trade Companies and Their Supplier. *Proceedings of 11th International Scientific Conference Business Logistics in Modern Management*, 12-13 October, Osijek, Vol.11, pp.13-24.
- Reve, T. and Stern, L.W. (1979). Interorganizational Relations in Marketing Channels. *Academy of Management Review*, Vol.4 No.3, pp.405-416.
- Rosyadi, S. (2018). Revolusi Industri 4.0. Universitas Jenderal Soedirman: Fakultas Ilmu Sosial dan Ilmu Politik.
https://www.researchgate.net/publication/324220813_REVOLUSI_INDUSTRI_40
- Schwab, K. (2017). *The Fourth Industrial Revolution*. Crown Business Press.
- Schwenk, C.R. (1990). Conflict in Organizational Decision Making: An Exploratory Study of its Effects in for Profit and Non-for-Profit Organizations. *Management Science*, Vol. 36 No.4, pp.436-448.
- Sezen, B. (2008). Relative Effects of Design, Integration and Information Sharing on Supply Chain Performance. *Supply Chain Management: An International Journal*, Vol. 13 No. 3, pp.233-240.
- Setiawan, Ahmad Ikhwan dan Reza Rahardian. (2005). Pengaruh Pola Integrasi Supply Chain Management Terhadap Performa Perusahaan Pada Industri Jasa Makanan Di Surakarta. *Jurnal Bisnis & Manajemen*. Vol 05, No.1.
- Siagian, P. Sondang. (2005). *Fungsi-Fungsi Manajemen*. Jakarta: Aksara.
- Simatupang, T.M., Wright, A.C. and Sridharan, R. (2004). Applying the Theory of Constraints to Supply Chain Collaboration, *Supply Chain Management: An International Journal*, Vol.9 No.1, pp.57-70.
- Singarimbun, Masri dan Sofian Effendi. (1989). *Metode Penelitian Survey*. Jakarta: LP3ES.
- Sitinjak. J.R.T dan Sugiarto. (2006). *LISREL*. Yogyakarta: Graha Ilmu
- Smith, J. (1998). Buyer-Seller Relationships: Similarity, Relationship Management, and Quality. *Psychology and Marketing*, 15 (1), 3-21

- Soonhong, M. and Mentzer, J.T. (2004). Developing and Measuring Supply Chain Management Concepts. *Journal of Business Logistics*, Vol.25 No.1, pp.63-99.
- Srinivasan, M, Mukherjee, D. and Gaur, A.S. (2011). Buyer– Supplier Partnership Quality and Supply Chain Performance: Moderating Role of Risks, and Environmental Uncertainty. *European Management Journal*, Vol.29 No.4, pp.260-271.
- Skinner, S.J., Gassenheimer, J.B. and Kelle, S.W. (1992). Cooperation in Supplier–Dealer relations. *Journal of Retailing*, Vol.68 No.2, pp.174-193.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tjiptono, Fandy. (2008). *Strategi Pemasaran Edisi 3*. Yogyakarta: Andi
- Tuckman, B.W. (1978). *Conducting Educational Research, 2nd edition*. New York: Harcourt Brace Jovanovich
- Turban, E. (2004). *Electronic Commerce: A Managerial Prospective*. Pearson Education, Inc., Upper Saddle River.
- Turi, A., Goncalves, G. and Mocan, M. (2014). Challenges and Competitiveness Indicators for the Sustainable Development of the Supply Chain in Food Industry. *Procedia– Social and Behavioral Sciences*, Vol.124, pp.133-141.
- Ulstrup Hoejmoose, S., Grosvold, J. and Millington, A. (2013). Socially Responsible Supply Chains: Power Asymmetries and Joint Dependence. *Supply Chain Management: An International Journal*, Vol.18 No.3, pp.277-291.
- Vanhonacker, F., Verbeke, W., Guerrero, L., Claret, A., Contel, M., Scalvedi, L. and Granli, B.S. (2010). How European Consumers Define the Concept of Traditional Food: Evidence from a Survey in Six Countries. *Agribusiness*, Vol.26 No.4, pp.453-476.
- Vieira, A.L., Winklhofer, H. and Ennew, C.T. (2008). Relationship Quality: A Literature Review and Research Agenda. *Journal of Customer Behaviour*, Vol.7 No.4, pp.269-291.
- Vickery, S.K., Dröge, C. and Markland, R.E. (1997). Dimensions of Manufacturing Strength in the Furniture Industry. *Journal of Operations Management*, Vol.15 No.4, pp.317-330.

- Wahyu Ali, Muhammad., Djoko Waluyo, Handoyo., Listyorini, Sari. (2013). Pengaruh Keragaman Menu, Kualitas Produk, Citra Merek, dan Iklan Terhadap Keputusan Pembelian. *Jurnal Ilmu Administrasi Bisnis*, Vol.2 No.2.
- Wahyuni, S., Irawan, H., dan Sofyan, E. (2017). Pengaruh Kepercayaan, Kemudahan dan Kualitas Informasi Terhadap Keputusan Pembelian Online Di Situs Online Fashion Zalora.co.id. *E-Proceeding of Management*, 4(2), 1405–1412.
- Walter, A., Muller, T., Helfert, G. and Ritter, T. (2003). Functions of Industrial Supplier Relationships and Their Impact on Relationship Quality. *Industrial Marketing Management*, Vol.32 No.2, pp.159-169.
- Wilkinson, I.F. (1979). Power and Satisfaction in Channels of Distribution. *Journal of Retailing*, Vol.55 No.2, pp.79-94.
- William J. Stevenson. (2009). *Management Operation*. UK: Prentice Hall
- Williams, K. and Durrance, J. (2008). Social Networks and Social Capital: Rethinking Theory in Community Informatics. *The Journal of Community Informatics*, Vol.4 No.3, pp.1-20.
- Wycherley, A., McCarthy, M. and Cowan, C. (2008). Speciality Food Orientation of Food Related Lifestyle (FRL) Segments in Great Britain. *Food Quality Preferences*, Vol. 19 No.5, pp.498-510.
- Yamit, Zulian. (2010). *Manajemen Kualitas Produk & Jasa*. Yogyakarta: Ekonesia
- Yang, H., Lin, Z. and Lin, Y. (2009). A Multilevel Framework of Firm Boundaries: Firm Characteristics, Dyadic Differences, and Network Attributes. *Strategic Management Journal*, Vol. 31 No.3, pp.237-261.
- Zander, K. and Beske, P. (2014). Happy Growers! Relationship Quality in the German Organic Apple Chain. *International Food and Agribusiness Management Review*, Vol.17 No.3, p.205.
- Željka Mesic, Adrienn Molnár, Marija Cerjak, (2018). Assessment of Traditional Food Supply Chain Performance Using Triadic Approach: The Role of Relationships Quality. *Supply Chain Management: An International Journal*, Vol. 23 Issue: 5, pp.396-411.
- Zhao, X., Huo, B., Flynn, B.B. and Yeung, J.H.Y. (2008). The Impact of Power and Relationship Commitment on the Integration between Manufacturers and Customers in a Supply Chain. *Journal of Operations Management*, Vol.26 No.3, pp.368-388.

Andjar Rasmita Adji, 2020

PENILAIAN KINERJA RANTAI PASOK BAHAN MAKANAN POKOK DI KOTA BANDUNG MENGGUNAKAN PENDEKATAN TRIADIK: PERAN DARI KUALITAS HUBUNGAN DAN DAMPAK DARI REVOLUSI INDUSTRI 4.0

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu