

ABSTRAK

Tingginya permintaan ayam pedaging mendorong industri peternakan ayam melakukan kolaborasi *supply chain*. Kolaborasi dalam industri ini sangat dibutuhkan untuk mampu membangun hubungan *supply chain* yang saling menguntungkan. Kolaborasi tersebut diantaranya dilakukan oleh PT. Charoen Pokhphan dengan peternak ayam pedaging. Beberapa faktor yang mempengaruhi kolaborasi *supply chain* di antaranya adalah *trust* dan *coercive power*, sehingga penelitian ini menyelidiki pengaruh *trust* dan *coercive power* pada kolaborasi *supply chain* dan kinerja operasi perusahaan. Metode yang digunakan adalah kuantitatif dengan sampel peternak ayam pedaging mitra PT. Charoen Pokhphan sebanyak 50 responden. Data diperoleh dengan penyebaran kuesioner, kemudian diolah dengan *software* SmartPLS 3. Hasil menunjukkan bahwa kepercayaan berpengaruh positif signifikan terhadap kolaborasi *supply chain* dengan nilai t-statistik $7,10 > 1,96$. *Coercive power* berpengaruh negatif signifikan terhadap kolaborasi *supply chain* dengan nilai t-statistik $3,03 > 1,96$. Sedangkan kolaborasi *supply chain* dalam industri peternakan ayam pedaging ternyata tidak berpengaruh signifikan pada kinerja operasi dengan nilai t-statistik $1,789 < 1,96$.

Kata Kunci: *Trust*, *coercive power*, kolaborasi *supply chain*, kinerja operasi.

ABSTRACT

The high demand for broiler chicken industry encourages conduct supply chain collaboration. Collaboration in this industry is needed to be able to build a relationship that is mutually beneficial supply chain. Collaboration Among them carried out by PT. Charoen Pokhphan with broiler breeder. Some of the factors that influence the supply chain collaboration among them are trust and coercive power, so this study investigates the influence of trust and coercive power in the supply chain collaboration and performance of the company's operations. The method used is quantitative with samples of broiler breeders partner PT. Charoen Pokhphan of 50 respondents. Data obtained by questionnaires, and then processed with software SmartPLS 3. Results showed that the trust significant positive effect on supply chain collaboration with the value of t-statistic $7.10 > 1.96$. Coercive power significant negative effect on supply chain collaboration with the value of t-statistic of $3.03 > 1.96$. While the supply chain collaboration in the broiler chicken industry did not have a significant effect on operating performance with the value of t-statistic $1.789 < 1.96$.

Keywords: Trust, coercive power, supply chain collaboration, operations performance.