

Dampak kepercayaan dan inovasi terhadap kinerja supply chain pada perusahaan manufaktur yang berada di sepanjang jalan raya Bogor =  
The impact of trust and innovativeness on supply chain performance in manufacturing company which is along jalan raya Bogor / Arief Hendarto

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Abstrak

<b>ABSTRAK</b><br>

Keperayaan dan inovasi diidentifikasi sebagai predictor pada kinerja dalam hubungan bisnis. Penelitian ini bertujuan untuk mengetahui dampak Trust dan Innovativeness terhadap Kinerja Supply Chain khususnya perusahaan manufaktur yang berada di sepanjang Jalan Raya Bogor. Responden dalam penelitian ini adalah 49 perusahaan manufaktur yang berada di sepanjang Jalan Raya Bogor. Analisa yang digunakan adalah uji regresi berganda dengan menggunakan SPSS 19.0. Hasil penelitian menyatakan bahwa trust memiliki pengaruh terhadap kinerja supply chain dan innovativeness jua memiliki pengaruh terhadap kinerja supply chain.

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<b>ABSTRACT</b><br>

Trust and innovativeness is identified as a significant predictor of positive performance in business relationships This study aims to determine the impact of the Trust and Trust and innovativeness is identified as a significant predictor of positive performance in business relationships.This study aims to determine the impact of the Trust and Innovativeness on Performance of Supply Chain particularly manufacturing companies located along Jalan Raya Bogor. Respondents in this study were 49 manufacturing companies located along Jalan Raya Bogor. The study states that the trust has no effect on the performance of the supply chain but innovativeness has an influence on supply chain performance.