

# **PENGARUH KEPERCAYAAN DAN *INFORMATION SHARING* TERHADAP *RELATIONSHIP COMMITMENT* DI *SUPPLY CHAIN MANAGEMENT* PADA HOTEL BINTANG 3 – 5 DI SURABAYA**

Tobias Nusalm, Bernardio Otto Wicaksono, Agung Harianto

Program Manajemen Perhotelan, Program Studi Manajemen, Universitas Kristen  
Petra

Email : tobiasnlm@gmail.com ; dsc.otto@yahoo.com

Abstrak - Penelitian ini dimaksudkan untuk mengetahui sejauh mana kepercayaan dan *information sharing* berpengaruh terhadap *relationship commitment*. Penelitian menggunakan metode kuantitatif dan analisis regresi linear berganda dengan 100 responden yang merupakan departemen *purchasing* dan *receiving* yang bekerja pada beberapa hotel bintang 3 – 5 di Surabaya. Dari hasil penelitian diketahui bahwa *information sharing* berpengaruh secara positif dan signifikan terhadap *relationship commitment*. Sedangkan untuk kepercayaan, memiliki pengaruh tetapi tidak signifikan terhadap *relationship commitment*.

Kata Kunci: Kepercayaan, *Information Sharing*, *Relationship Commitment*, *Supply Chain Management*

Abstract - This research is meant to find out how far trust and information sharing are able to effect relationship commitment. This research was done by using quantitative method and multiple linear-regression analysis, with 100 respondents who were staff of 3 – 5 stars hotels in Surabaya. The result showed that information sharing has positive and significant effect to relationship commitment. However, the effect of trust to relationship commitment is not significant.

Keywords: Trust, Information Sharing, Relationship Commitment, Supply Chain Management

## **DAFTAR REFERENSI**

- Abdullah, Z., & Musa, R. (2013). The Effect of Trust and Information Sharing on Relationship Commitment in Supply Chain Management. *Procedia - Social and Behavioral Sciences* 130, 266-272.
- Chen, J., Yen, D. C., Rajkumar, T. M., & Tomochko, N. A. (2009). The antecedent factors on trust and commitment in supply chain relationships. *Computer standart & Interfaces*.
- Chopra, S., & Meindl, P. (2004). *Supply chain managemet : Strategy, planning and operation* (Vol. 2). New Jersey: Pearson education.
- Ferdinand, A. (2002). *Structural Equation Modelling dalam Penelitian Manajemen : Aplikasi Model - Model Rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor*. Semarang: Fakultas Ekonomi Universitas Diponegoro.

- Kaya, E., & Azaltun, M. (2012). Role of information systems in supply chain management and its application on five-star hotels in Istanbul. *Journal of Hospitality and Tourism Technology* , 3, 138-146
- Laequddin, M., Sahay, B., Sahay, V., & Waheed, K. (2010). Measuring trust in supply chain partners' relationships. *Measuring Business Excellence*,14, 53-69.
- Pengertian Hotel dan Karakteristiknya.* (n.d.). Retrieved from pengertiandefinisi.com: <https://pengertiandefinisi.com/pengertian-hotel-dan-karakteristiknya/>
- Pujawan, P., & Mahendrawati, E. (2010). *Supply Chain Management* (Vol. 2). Surabaya: Institut teknologi sepuluh november.
- Ridwan, M. (n.d.). *Pengertian Hotel Menurut Para Ahli.* Retrieved from [www.scribd.com](http://www.scribd.com): <https://www.scribd.com/document/327315880/Pengertian-Hotel-Menurut-Para-Ahli>
- Simatupang, T., & Sridharan, R. (2008). Design for supply chain collaboration. *Business Process Management Journal*, 401-418.
- Sugiyono. (2014). *Metode penelitian kuantitatif kualitatif dan R&D.* Bandung: Alfabeta
- Zhao, X., Huo, B., Flynn, B. B., & Yeung, J. H. (2008). The impact of power and relationship commitment on the integration between manufacturers and customers in a supply chain. *Journals of Operations Management* ,26, 368-388.