

## ABSTRAK

**PENGARUH *STRATEGIC SUPPLIER PARTNERSHIP, CUSTOMER RELATIONSHIP, DAN INFORMATION SHARING* TERHADAP KEUNGGULAN BERSAING PRODUSEN BUAH SAWIT DI PROVINSI LAMPUNG  
(Studi pada Produsen Buah Sawit yang Bermitra dengan CV. Dewi Sawit Mandiri)**

Oleh

**MOCHAMMAD RIFANDI RICARDIANSYAH**

Provinsi Lampung merupakan salah satu daerah di Pulau Sumatera yang juga mengembangkan kelapa sawit sebagai penggerak pertumbuhan ekonomi. Fakta di lapangan ditemukan bahwa masih banyak kelompok tani yang tidak berkomitmen dalam mengirimkan buah sawit serta terjadi keterlambatan waktu pengiriman sawit kepada mitra pemasok. Penelitian ini bertujuan untuk mengetahui pengaruh variabel *Strategic Supplier Partnership, Customer Relationship* dan *Information Sharing* terhadap Keunggulan Bersaing Produsen Buah Sawit di Provinsi Lampung. Manfaat penelitian ini adalah dapat memberikan kontribusi wawasan pengetahuan terhadap kegiatan usaha di bidang agroindustri kelapa sawit. Jenis penelitian ini adalah penelitian deskriptif kuantitatif. Teknik analisis data yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji parsial (uji t), uji simultan (uji F) dan koefisien determinasi ( $R^2$ ). Kemudian tahap analisis data menggunakan analisis regresi linier berganda dengan bantuan aplikasi software IBM SPSS versi 29. Hasil penelitian ini menunjukkan bahwa praktik Supply Chain Management (SCM) terdiri dari 3 dimensi yaitu kemitraan pemasok strategis, hubungan pelanggan, dan berbagi informasi secara bersamaan atau bersama-sama. sama-sama memiliki pengaruh yang signifikan terhadap keunggulan kompetitif. Saran peneliti bagi peneliti selanjutnya diharapkan agar pengambilan sampelnya dapat diperluas dan variabel independen yang digunakan juga dapat lebih diperdalam lagi sehingga dapat mengetahui faktor-faktor apa saja yang kemungkinan mempengaruhi keunggulan bersaing.

**Kata Kunci:** Produsen Buah Sawit, *Strategic Supplier Partnership, Customer Relationship, Information Sharing*, Manajemen Rantai Pasok

## **ABSTRACT**

### ***THE INFLUENCE OF STRATEGIC SUPPLIER PARTNERSHIP, CUSTOMER RELATIONSHIP, AND INFORMATION SHARING ON THE COMPETITIVE ADVANTAGE OF PALM FRUIT PRODUCERS IN LAMPUNG PROVINCE***

***(Study of Palm Fruit Producers Partnering with CV. Dewi Sawit Mandiri)***

***By***

**MOCHAMMAD RIFANDI RICARDIANSYAH**

*Lampung Province is one of the regions on Sumatra Island which is also developing oil palm as a driver of economic growth. Facts on the ground show that there are still many farmer groups who are not committed to sending oil palm fruit and there are delays in sending oil palm to supplier partners. This study aims to determine the effect of Strategic Supplier Partnership, Customer Relationship and Information Sharing variables on the Competitive Advantage of Oil Palm Fruit Producers in Lampung Province. The benefit of this research is that it can contribute knowledge insight into business activities in the agro-industrial sector. According to Frazelle (2001), it is explained that supply chain management is the integration of the activities of obtaining goods and services and then transforming them into semi-finished goods and finished goods and sending them to consumers. This type of research is descriptive quantitative research. The data analysis techniques used in this research are validity test, reliability test, partial test (t-test), simultaneous test (F-test) and coefficient of determination ( $R^2$ ). Then the data analysis stage uses multiple linear regression analysis with the help of the IBM SPSS version 29 software application. The results of this research show that Supply Chain Management (SCM) practices consist of 3 dimensions, namely strategic supplier partnership, customer relationship, and information sharing simultaneously or together. equally has a significant effect on competitive advantage. The researcher's suggestion for future researchers is that it is hoped that the sampling can be expanded and the independent variables used can also be further deepened so that they can find out what factors are likely to influence competitive advantage.*

***Keywords:*** *Palm Fruit Producer, Strategic Supplier Partnership, Customer Relationship, Information Sharing, Supply Chain Management*