Abstrak

Supplier Satisfaction And Factors Affecting
(Supplier case study on the scope of PT Sorini Agro Asia Corp, Lampung Tbk)

By
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PT. Sorini Agro Asia Corporindo (SAAC) is one of the largest manufacturers of Sorbitol in Asia Pacific and its subsidiaries and affiliates to be the second largest in the world, Sorini also established tapioca flour mill in Lampung in 2006 with a capacity of 200 tonnes of tapioca starch per day and begin production in early 2007. to purchase the Company is targeting 3000 tons / day to the purchase, to help it Sorini already have 4 factories in the province of Lampung is Way Bungur (WB), Kedaton Buring (KB), Bumi Tapioka Jaya (BTJ), and Unit 2.

Each month PT. Sorini Agro Asia Corp, Limited only managed to reach 75% of purchases of cassava that is obtained from 72 regular suppliers who supply products to Sorini, It happens because there is competition in getting raw materials from suppliers, in achieving the target of 100%, to cover the existing shortage of PT. Sorini Agro Asia Corp, Tbk always buy tapioca flour mill of PT. Bumi Waras, it makes production costs higher.

The problem formulated is: Is the employee part of the purchase (People), how to relate between the company and its suppliers (process), and the company's facilities (Physics) provided the company affects the satisfaction of suppliers.
The formulation of the hypothesis is the higher influence of People, Process Physics and given the company to satisfy the needs of suppliers, the higher the satisfaction of suppliers that will be created.

The results of calculations using multiple linear regression analysis, obtained R2 value of 0.816 or 81.60%. 81.60% is a variable contribution or donation free People, Process Physics and supplier satisfaction on the dependent variable. and the rest ie 18.40% is the influence of other independent variables are considered fixed or that are not identified in this study.

Testing the overall influence of independent variables on the dependent variable used Fisher’s test (F test) with 95% confidence level or α of 0.05. The results of calculations using SPSS acquired F-count value (45.255) > F-table (2.76) so that it can be stated that reject H0 and accept H1. F-count value indicates that a statistically significantly influenced supplier satisfaction and significant (0.000 p <0.05) by the People (X1), Physics (X2), and Proces (X3).

Partial results of the calculations was the independent variable ie People, Physic and Proces, showed results that affect and influence the direction of to the satisfaction of suppliers because of the results obtained after performing a partial test on the three variables t-count > t-table and the number of significance research <0.05.

The advice given in order to improve satisfaction supplier then PT. Sorini should maintain a commitment to move quickly in case of errors in the purchase of cassava as well as how that company can also understand the needs of suppliers.