SUCCESS VALUES IN RELATIONSHIP AGRICULTURE PRODUCTS

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Redaksi menerima tulisan hasil penelitian ilmiah, baik dalam bentuk riset maupun empirical research dalam bidang manajemen dan atau agribisnis. Redaksi dapat menyempatkan waktu memeriksa dan memerbaiki tulisan yang akan diterbitkan oleh redaksi.

Naskah yang diterbitkan oleh redaksi harus merupakan naskah asli dan tidak sedang dipertimbangkan untuk diterbitkan oleh redaksi lain.
ABSTRACT

In Indonesia, agriculture is still one of the business activity that involves many stakeholders with a unique relationship, ranging from farmers as producers, various intermediaries that act to move the product on the market, ultimately sell to end consumers. What are the key values connecting between actors to guarantee the continuity of business and how the model linkage or relationship marketing that happens, is the main goal in this paper. The results showed, commitment and trust are the dominant two aspects that underlie the emergence of co-operation as well as the assurance of financial benefit. Another interesting fact revealed by this study is the relationship marketing that occurs not just based on the transactional aspects alone, but there also a social aspect that binds relationships. This aspect even leads to another fundamental goal, namely the existence of convenience between the parties cooperate. Although both of these goals cannot always be achieved simultaneously due to the strata of different decision-making power, but in reality they complement the ongoing collaboration.

Keywords: Commitment, Trust, Transactional and Social Marketing, Leisure

ABSTRAK

Di Indonesia, pertanian masih merupakan salah satu aktivitas bisnis yang melibatkan banyak stakeholder dengan hubungan yang unik, mulai dari petani sebagai produsen, berbagai pihak perantara yang beperan memindahkan produk pada penegebir yang akhirnya memasarkan pada konsumen akhir. Nilai-nilai kunci apa yang menjadi hubungan antar pelaku untuk menjaga kelangsungan bisnis tersebut serta bagaimana model keterkaitan atau hubungan pemasaran yang terjadi, merupakan tujuan utama dalam tulisan ini. Hasil penelitian menunjukkan, komitmen dan kepercayaan merupakan dua aspek dominan yang mendorong terbentuknya bersamaan dan sekaligus sebagai jaminan akan adanya keuntungan secara finansial. Fakta menarik lain yang terungkap dari penelitian ini adalah hubungan pemasaran yang terjadi bukan sekedar didasarkan atas aspek transaktional semata, namun juga terdapat aspek sosial yang membalut hubungan yang terjadi. Bahkan aspek ini mengantarkan pada tujuan lain, yakni adanya kenikmatan antar pihak yang bekerjasama. Meski kedua tujuan ini tidak selalu dapat diraih secara bersama karena adanya strata kekuatan pengambilan keputusan yang berbeda, namun dalam realitanya kedua tujuan saling melengkapi terjadinya kerjasama yang berkelanjutan.

Kata Kunci: Komitmen, Kepercayaan, Pemasaran Transaktional dan Sosial, Waktu Santai

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trusting and confidence that his actions are in the best interest of the other party, and will produce positive results for a trusted party. In general, generate trust relationship commitment. In general, generate trust relationship commitment. (Morgan and Hunt, 1994; Dwyer and Tanner, 2002; Peppers and Rogers, 2004) and customer loyalty expressed by Palmatier et al. (2006), Brady (2007), (Gregoire et al. 2007), (2009), and Barnes (2001). In Indonesia relationship marketing in agribusiness in particular cases have not been much studied if not arguably very rare. Therefore, this study tried to uncover the values applicable in it and know the pattern or model that occurred in the marketing relationship.

Research Objectives

The purpose of this study is to explore and identify the critical factors that play a role in determining the occurrence of relationship marketing of agricultural products, build (modified) model of relationship marketing of agricultural products as well as verify model development in accordance with the local conditions.

LITERATURE REVIEW

Kotler and Armstrong (2008) defines marketing as a process in which companies create value for customers and build strong relationships with customers, with...
Agricultural marketing system is a whole sequence of marketing functions, to facilitate the flow of agricultural products from producers to consumers and otherwise facilitate the flow of money, the product created by the productive activities undertaken by marketing agencies, from the hands of end consumers into the hands of producers early on a system of commodity (Gumbira and Intan, 2001).

Complexity of the agricultural sector implies for the complexity of the marketing system of agricultural commodities. This is due to the nature of products, production systems, as well as market structure and characteristics of a typical agricultural products such as nature to breakage, especially for fruits, vegetables and meat of livestock, has the a pile of large and the quantity varied. Seasonal nature, the supply of products vary and is not stable from time to time. The amount of productions are difficult to determine due to the production centers geographically. One of the values of the company is the relationship, relationship capital is the customers, employees, suppliers, distributors, dealers, and retailers. In addition, the company's relationship capital is the sum of knowledge, experience, and credentials of its customers, employees, suppliers, distributors, and partners.

The shift towards relational marketing that does not mean leaving the transactional marketing at all. Most companies must cope with a mix of transactional and relational marketing approach. Companies that sell large consumer market have a greater percentage of Relational Marketing while companies with the smaller number of customers have a higher percentage of Transactional Marketing. McGarry (1951) argues that having long-term relationship, constantly between buyers and sellers, develop a bond of common-interest, confidence and reduce marketing costs between 10-25 percent. In this view, long-term cooperation and collaboration between buyers and sellers seen as a mechanism for improving marketing efficiency from the perspective of the seller. McGarry (1951) also discussed the function of marketing Contractual form of cooperation and collaboration between the sellers and buyers.

Gummesson (1999) defines relationships marketing in terms of three: identifies 30Rs of relationships (30Rs) in certain markets, including boundaries of customers, competitors, governments, investors, employees, media, and other supply chain. According to Jackson (1985), in the industrial market a commitment to play an important role in building long term relationships with customers.

Relationship marketing is a concept to develop a sustainable long-term contact with the clients or customers. The advantage for suppliers is the repetition of the business. Partnership is one way of relationship marketing. The concept of partnership is the aiming to develop appropriate marketing concept in B2B market, especially in the services sector. Relationship marketing can achieve this because it contains strategies that inform not only the sales process, but also delivery of all contractual and management structure for a company.

In relational marketing, trust is very important and the basis for the formation of strategic partnerships. Without trust, a relationship will not be able to walk in the end, because the relationship formed from the mutual trust that is very valuable to those who commit to it. Similarly, Sheth and Parvatiyar (1995) regard "relational marketing as an orientation to develop close interactions with the selected customers, suppliers and competitors for value creation through cooperative efforts."

Confidence is an important element in inter-organizational relationships that contribute to launch the transaction, encourage cooperation between the larger organizational, and reduce transaction costs. Thus according to the statement of Morgan and Hunt (1994), which states that the commitment is influenced by trust, trust is the confidence in the reliability and integrity of the exchange partners. Each party must look at are last of interaction was good and confident that the actions of the partnership in the future can be more constructive. They must feel that they can be a harmonious partner, if the relationship develops the content build social norms that will guide the behavior of partners.

Collaborating is about moving away from open competition. It is more about moving toward a strategy of cooperation, but it does not mean that cooperation is balanced or equal. The emphasis of procurement means that the client is maintaining the position of ruling. Gray (2004) explains that the partnership in the literature there are four major themes to describe the performance of the partnership are, (1) relational exchange view are argues...
Partnerships result from relationships that demonstrate commitment to characteristics such as trust, cooperation, and communication (e.g., Dwyer, Schurr, Oh, 1987; Morgan and Hunt, 1994) and are defined "broadly as a cooperative effort between two or more companies that gather their resources in an effort to achieve common goals are compatible that they can not achieve alone only".

FRAMEWORK

Based on previous research studies on the relationship of sellers and buyers, the conceptual framework of research can be formulated as illustrated in Figure 1. The model will be developed, is a combination of several models that have been studied previously, namely: (1) Trust and Commitment in Business Relationships (Hakansson and Snehota, 1995). (2) The competency-based view argues that successful companies operate alliances that have developed core competencies and the organization has the ability to secure, develop and manage alliances. (Lambe et al. 2002). (3) Display the competitive advantage argues that successful companies are more competitive, can produce the best value or reduce costs. (Hunt and Morgan 1997. Dyer and Singh, 1998). (4) The relationship manager must own the competency. Hunt (2002)

Figure 1. Conceptual Research Model
The model above can be explained as follows: trust and commitment are the foundation of a business relationship. This has become a power base to stimulate the emergence of shared values and strengthen the decision-making process. Indirectly, the emergence of common values will reinforce the decision-making process.

A bond of trust and commitment between partners indicates that the touch will work mutually beneficial in the long term and build a positive foundation to a productive relationship. When viewed the relationship between trust and commitment completely, then it will increase the chances of a long-term cooperation or a strategic partnership to achieve a goal that can deliver value and profit for the company and its partners.

Trust is the basis of shared attitudes or expectations of transactions. Trust is not something that just shows up but is built by the competence and communication capabilities of the parties who partner. Feeling that their partners have the technical capabilities needed to do a good job, including the ability to interact with a satisfactory communication in order to maintain and develop relationships. While it is built by the benefits of relationship commitment and relationship termination costs, where the cost of termination of economic relationship has resulted in disruption of partnership commitment.

The research was conducted in West Java and Jakarta and surrounding areas. Site selection is done intentionally (purposive) on the grounds that the research area has sufficient objects to be studied on Producers, Suppliers, and retailers for agricultural commodities. The study used a survey method that is depth interviews (face-to-face interview) with the guidance of a structured questionnaire. The study involved 205 respondents, selection of respondents was a person in charge of the firm Producers (farmers or ranchers), Suppliers, and retailers of products of fruits and chicken broilers.

In this study, the analytical methods used include Descriptive Analysis and Structural Equation Model (SEM). Descriptive analysis aimed to gain an overview of the characteristics of respondents (profiles and behavioral characteristics of research respondents). Frequency analysis and cross-tabulation analysis (cross-tabulation) is used to process the data. The results are displayed in chart form processing (pie chart and bar chart) and percentage values. While SEM is used to validate the model built.

RESULTS AND DISCUSSIONS

The study involved 205 respondents as source of information that consists of three business groups namely vegetables, fruits, and chicken pieces as shown in Figure 2. Responses obtained with depth interviews and structured questionnaires describing patterns of relationship marketing for relationships of all latent variables in full how the relationship is going on and how much influence on the performance of farm businesses involved in the relationship marketing. Test results yield a P-Value.
empirical model can be adopted in accordance with the criteria required by Joreskog (1998), although the P-value is less than 0.05. From this it can be conclude that the coefficients of the model used as a probe size for the influence of exogenous latent variables to endogenous latent, although the overall model has not been too good. Coefficient estimates and results illustrated in Figure 3, as follows.

Hasan (2009) says that the marketing channel is the basis for operational and administrative office location that has strategic value to expedite and facilitate the delivery of products from producer to consumer through trade transactions. Between producers and consumers there is a group of intermediaries who distribute the product among them. Intermediary often called the marketing channel. Marketing channels are interdependent and organizations involved in the process of making products and services become available for use or consumption by consumers (Coughan et al., 2001). Kotler and Armstrong (2008) warned that the marketing channels are not only serving the market but also creating a market.

In Figure 4 described the displacement groove vegetables and fruits from producers or consumers to the outlet end.

Figure 2. Percentage of Business

Figure 3. Coefficient of Structural Equation Model of Marketing Relationships
Figure 4. Vegetables and Fruits Commercial Chain

Collectors around the outlet are purchasing commodity crops from farmers who are willing to sell with specified price. Suppliers who have access to traditional markets in general have a relationship with container traders in those markets. Through this container merchant, vegetables or fruits are distributed to retailers for sale to end consumers. The basic fabric of collaboration is trust and commitment as a margin of price expectations as a source between supplier 2 (usually called "Bandar", big collectors who have access, power, and capital), "supplier 1" (called "pengepul" or collector) and retailers. This is due to container merchants often not buying cash to suppliers, and suppliers are also algorythmic with the farmers but there is a grace period until a few days. A similar thing happens when the dealer supplying to the modern market, the payment limit in accordance with a written cooperation agreement has been agree.

Based on the fact that a supplier who can supply to the traditional and modern markets is that suppliers have the competence, either in the form of facilities and infrastructure, human resources, strong capitalization, knowledge and good communication skills to secure and run their business as well as its commitment to farmers and other suppliers on the one hand.

Please note that the supply of agricultural commodities to the modern market, the supplier 2 is handling the sorting and packaging in accordance with the agreed commitment is violated or not met, then this might decline the confidence level in the outlet (the modern market) and could result in a reduction of supplies number to the termination of cooperation.

CONCLUSIONS AND SUGGESTIONS

Conclusions

From the results of field observations and analysis has been done related to relationship marketing that occurs in agricultural products, it can be concluded that:

1. The results showed commitment and confidence to shape and influence the Shared Values.
2. Commitment, trust, shared values, and uncertainty decision-making affects resulting in collaboration
3. Cooperation, market orientation and creation of relationships value help to achieve good performance.
4. In agricultural, a pattern was found where emotional, social and physiological aspects are more ultimate than financial.

Suggestion

Formal institutions such as cooperatives, farmer groups (Gapoktan) or Financial Institution to be further investigated to uncover the Role and Contribution in the wider Marketing Relations.
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