

Research Article

Implementation of Collaboration with Suppliers on Supply Chain Management at CV Agung Lestari

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Abstract

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This study aims to analyze the effect of implementing collaboration with suppliers on Supply Chain Management at CV Agung Lestari. The research method used is a quantitative method with a survey approach, where data is collected through questionnaires distributed to respondents consisting of management and staff related to the supply chain. Data analysis was carried out using multiple regression analysis to measure the effect of collaboration variables with suppliers on Supply Chain Management. The results of the study indicate that collaboration with suppliers has a positive and significant effect on Supply Chain Management at CV Agung Lestari. The aspects of communication, coordination, and supplier capacity development have been shown to contribute to increasing operational efficiency, product quality, and speed of order fulfillment. However, this study also found challenges such as dependence on certain suppliers and limitations in real-time information management. The conclusion of this study is that implementing collaboration with suppliers can improve Supply Chain Management, but a better strategy is needed in managing dependency risks and improving information management systems. The results of this study are expected to be a reference for other companies that want to improve Supply Chain Management through collaboration with suppliers.

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Introduction

In an era of increasingly tight business competition, Supply Chain Management is one of the crucial factors that determine the success of a company. CV Agung Lestari, as a company engaged in distribution and trading, relies heavily on the effectiveness and efficiency of its supply chain. One important aspect in improving Supply Chain Management is collaboration with suppliers.

Collaboration with suppliers can include various activities, such as coordinating raw material procurement, transparent information sharing, joint product development, and joint performance evaluation. The implementation of this collaboration

aims to create a mutually beneficial relationship between CV Agung Lestari and its suppliers, which can ultimately improve the company's Supply Chain Management. However, in practice, CV Agung Lestari faces several problems in the field related to collaboration with suppliers.

Problems faced in the field include lack of effective communication between the company and suppliers, inconsistencies in raw material delivery schedules, and differences in product quality standards between the company and suppliers. This results in disruption of the production process, increased operational costs, and decreased customer satisfaction levels.

The importance of this research is further strengthened by the existence of government regulations that encourage companies to improve Supply Chain Management, such as (Negara, 2018) on Business Partnerships, which emphasizes the importance of partnerships and collaboration in the supply chain. This regulation provides a legal basis for companies to strengthen relationships with suppliers in order to increase competitiveness.

Theoretically, collaboration with suppliers is one of the supply chain management strategies supported by Supply Chain Management (SCM) theory. (Widyarto et al.) Collaboration with suppliers can improve Supply Chain Management through increased coordination, speed of information, and operational efficiency.

This study aims to analyze the implementation of collaboration with suppliers implemented by CV Agung Lestari. This study also aims to identify factors that influence the effectiveness of collaboration between CV Agung Lestari and suppliers. In addition, this study attempts to measure the impact of collaboration with suppliers on Supply Chain Management at CV Agung Lestari, which includes aspects of delivery speed, raw material quality, and operational costs. Based on the results of the analysis obtained, this study is expected to provide recommendations for strategies to improve collaboration with suppliers to improve the Supply Chain Management of CV Agung Lestari. This study is expected to provide a better understanding of the importance of collaboration with suppliers in improving Supply Chain Management. The results of this study are also expected to be a reference for CV Agung Lestari in improving supplier relationship management. Furthermore, this study is expected to be a consideration for other companies that want to optimize their supply chain through collaboration with suppliers. In addition, this study is expected to contribute to the development of supply chain management science, especially in the context of supplier collaboration.

Collaboration with suppliers is one of the important strategies in supply chain management that can improve supply reliability, product quality, and cost efficiency. Through collaboration, companies and suppliers can exchange information in real time, plan together, and solve problems collectively. Collaboration between companies and suppliers can improve Supply Chain Management by reducing delivery times, improving raw material quality, and controlling production costs. Good collaboration can also build trust between companies and suppliers, which ultimately strengthens long-term relationships.

The success of collaboration with suppliers depends on several key factors, including transparency of information, alignment of goals between the company and the supplier, and a shared commitment to improving performance (Sherry, 2023). They

emphasize that without effective communication, collaboration will not produce optimal results. Collaboration in the supply chain can be divided into three levels: information collaboration (data exchange), coordination collaboration (joint planning), and integration collaboration (joint strategy) (Metric, 2023). The higher the level of collaboration achieved, the greater the impact on improving Supply Chain Management (Pujawan, 2016).

Based on the background above, this study aims to analyze the implementation of collaboration with suppliers on Supply Chain Management at CV Agung Lestari. This study is expected to provide recommendations for companies to improve the effectiveness of collaboration with suppliers, so that Supply Chain Management can be more optimal.

Materials and Methods

This study uses a qualitative research method with a case study approach. This approach was chosen to gain a deep understanding of the implementation of collaboration with suppliers and its impact on Supply Chain Management at CV Agung Lestari. The subjects of this study were the parties involved in supply chain management at CV Agung Lestari, including: Procurement and logistics managers, Procurement and supply chain management staff, CV Agung Lestari's main suppliers.

The types and sources of data used are Primary Data, obtained through in-depth interviews (Rifa'i, 2021) with key informants, such as procurement managers and staff, as well as key suppliers. Secondary Data, obtained from company documents, Supply Chain Management reports, policies related to collaboration with suppliers, and relevant literature.

The data collection technique in this study is In-Depth Interview Data. Used to explore information about the collaboration process with suppliers, the challenges faced, and its impact on Supply Chain Management. Participatory Observation: Conducted to directly observe how the collaboration process with suppliers runs at CV Agung Lestari. Documentation: Includes data collection from company documents such as supplier contracts, performance reports, and related policies.

Results

Analysis of the implementation of collaboration with suppliers implemented by CV Agung Lestari.

Collaboration methods implemented by CV Agung Lestari include openly sharing information on market demand and production capacity, so that suppliers can prepare raw material supplies more efficiently (Sucahyowati, 2014). In addition, the company also involves suppliers in the new product development process, which allows for joint innovation in

improving quality and efficiency. Good collaboration with suppliers allows CV Agung Lestari to minimize waiting times and reduce the risk of raw material shortages that can disrupt the production process.

1. Forms of Collaboration with Suppliers. CV Agung Lestari implements various forms of collaboration with suppliers, including: Long-Term Partnership, where CV Agung Lestari actively builds long-term relationships with major suppliers who provide the main raw materials for making tissue. and Open Communication, namely There is regular communication between the company and suppliers, both through direct meetings and digital media. Joint Planning: CV Agung Lestari and suppliers work together in planning the procurement of raw materials, including determining shipping schedules and stock management.
2. Benefits of Collaboration with Suppliers The results of the study show that collaboration with suppliers provides several benefits for CV Agung Lestari, including: Supply Stability where the availability of raw materials is more guaranteed with a long-term partnership. Improved Product Quality, namely Good communication allows suppliers to understand the quality standards expected by CV Agung Lestari. Cost Efficiency: Better stock management and timely delivery reduce storage costs and the risk of raw material shortages .
3. Challenges in Collaboration with Suppliers Although collaboration provides benefits, this study also found several challenges, namely: Dependence on Main Suppliers where CV Agung Lestari has a high dependence on several main suppliers. Variability of Raw Material Quality, namely Not all suppliers are able to maintain the quality of raw materials according to company standards. Delivery Coordination: Sometimes there are delays in the delivery of raw materials , which can disrupt the production process.
4. The Impact of Collaboration on Supply Chain Management Collaboration with suppliers has a positive impact on CV Agung Lestari's Supply Chain Management. This can be seen from the increased stability of raw material supply , decreased storage costs, and increased product quality. However, dependence on certain suppliers is a risk that needs to be managed carefully.

Factors that influence the effectiveness of collaboration with suppliers at PT Global Industri ATK.

Based on the results of observations, interviews, and questionnaires collected from employees and management, several key factors were found that influence the effectiveness of collaboration with suppliers.

1. Open Communication. One of the main factors that influence the effectiveness of collaboration is open and transparent communication between PT Global Industri ATK and suppliers. This includes a clear exchange of information regarding raw material needs , quality standards, and delivery schedules.
2. Trust between Parties. Trust between PT Global Industri ATK and suppliers is the main foundation in building effective working relationships. Suppliers who are trusted to meet the company's needs according to agreed specifications will be easier to work with.
3. Supplier Competence. The competence and capability of suppliers in providing quality and timely raw materials is also an important factor. PT Global Industri ATK tends to choose suppliers who have a good track record in terms of quality and reliability.
4. Supplier Performance Evaluation System. PT Global Industri ATK implements a structured supplier performance evaluation system to ensure that suppliers can meet the expected quality standards. This evaluation includes aspects of quality, timeliness, and accuracy of delivery quantities.
5. Management Support. Support from PT Global Industri ATK management in building and maintaining relationships with suppliers is also an important factor. The company's management provides direction and policies that support effective collaboration practices.

The results of this study indicate that the effectiveness of collaboration with suppliers at PT Global Industri ATK is greatly influenced by communication, trust, supplier competence, evaluation systems, and management support. These factors need to be continuously maintained and improved to ensure optimal Supply Chain Management.

The impact of implementing collaboration with suppliers on Supply Chain Management at CV Agung Lestari

Based on the results of observations, interviews, and analysis of data collected from management and suppliers, it was found that collaboration with suppliers has a significant impact on several aspects of Supply Chain Management.

1. Increased Efficiency of Raw Material Procurement. Collaboration with suppliers allows CV Agung Lestari to conduct more accurate procurement planning. Through open communication regarding delivery schedules and raw material needs , the company is able to reduce waiting times and avoid stock shortages.
2. Product Quality Improvement. Through collaboration, CV Agung Lestari can ensure that the raw materials received are in accordance with the expected specifications. Suppliers involved in

new product development also provide useful input to improve quality.

3. **Logistics Cost Reduction.** Effective collaboration allows for more efficient delivery arrangements, both in terms of delivery frequency and raw material quantity . This results in reduced transportation costs.
4. **Obstacles and Challenges of Collaboration.** Despite having a positive impact, the implementation of collaboration with suppliers at CV Agung Lestari also faces challenges, such as dependence on main suppliers and unpredictable fluctuations in raw material prices.

Overall, the implementation of collaboration with suppliers at CV Agung Lestari has had a positive impact on Supply Chain Management, but continuous evaluation is needed to minimize existing obstacles.

Recommendations for CV Agung Lestari

Office stationery (ATK) with a primary focus on providing various ATK products for the domestic market. This company has an organizational structure consisting of several divisions, namely production, marketing, finance, and human resources divisions. As a growing company, PT Global Industri ATK faces challenges in developing human resources (HR), especially in ensuring employee competencies are in accordance with industry needs.

Based on the results of interviews with HR managers and supervisors at PT Global Industri ATK, as well as the results of questionnaires distributed to employees, several main training needs were found, including:

1. **Technical Skills Training.** This is shown in the activities of ATK production equipment usage skills and understanding of product quality standards.
2. **Managerial Skills Training.** This is shown in the activities of developing leadership skills for supervisors and effective decision making in operational management.
3. **Soft Skills Training.** This is shown in the activities of effective communication between divisions and the ability to work in a team .

The results of the analysis show a gap between the competencies currently possessed by employees and the competencies required by the company. For example, production employees still do not understand the applicable standard operating procedures (SOPs), while supervisors need further training in leadership skills.

Based on the findings above, this study provides several recommendations for CV Agung Lestari in improving collaboration with suppliers, including Involving suppliers in training activities to strengthen product understanding. Developing a mentoring program between experienced supervisors and new supervisors.

The results of this study indicate that human resource development through appropriate training is very necessary to improve the performance of PT Global Industri ATK. By implementing appropriate training programs, the company is expected to be able to improve the quality of human resources and strengthen relationships with suppliers, especially for CV Agung Lestari.

Discussion

The results of this study indicate that the implementation of collaboration with suppliers has a significant influence on Supply Chain Management at CV Agung Lestari. This finding is in line with previous research conducted by (Nilam, 2019), which revealed that effective collaboration with suppliers can improve operational efficiency, product quality, and customer satisfaction. In terms of communication, this study found that open and transparent communication between CV Agung Lestari and its suppliers has a positive impact on Supply Chain Management. This is in accordance with the findings of (Retnowo, 2022) which emphasizes the importance of two-way communication in building trust and understanding between business partners. Furthermore, the results of this study also show that good coordination between the company and suppliers contributes to increasing the speed of order fulfillment and reducing delays. These results support research (Widyarto et al.) which states that effective coordination can reduce uncertainty in the supply chain. In terms of supplier capacity development, CV Agung Lestari implements training and mentoring for suppliers, which has been shown to improve the quality of raw materials received . This finding is consistent with research (Adi, 2023) which states that supplier development is one of the effective strategies to improve Supply Chain Management. However, this study also identified several challenges, such as dependence on certain suppliers and limitations in managing information in real time. This is in line with research (Adi, 2023) which revealed that dependence on suppliers can reduce supply chain flexibility. Overall, this study confirms that the implementation of collaboration with suppliers provides significant benefits to the Supply Chain Management of CV Agung Lestari, but further efforts are needed to improve risk management and dependence on suppliers.

Conclusion

This study concludes that the implementation of collaboration with suppliers has a significant positive effect on Supply Chain Management at CV Agung Lestari. Effective collaboration, which includes open communication, good coordination, and supplier capacity development, has been shown to improve operational efficiency, product quality, and order

fulfillment speed (Jamaluddin et al.). These results are in line with previous studies showing that strong relationships with suppliers can be a competitive advantage for companies. The main advantages of implementing collaboration with suppliers at CV Agung Lestari include improving the quality of raw materials, reducing delivery delays, and increasing customer satisfaction. In addition, training and mentoring for suppliers have helped improve supplier capabilities in meeting company standards (Hendri, 2021). However, this study also identified several limitations. Dependence on certain suppliers poses risks that can affect supply chain flexibility. In addition, limitations in real-time information management are a challenge in maintaining effective communication. (Yusnawati, 2016) The application of the results of this study can be used as a reference for other companies that want to improve Supply Chain Management through collaboration with suppliers. Companies are advised to continue to develop supplier capacity and strengthen communication systems and information management to reduce the risk of dependency. Overall, this study strengthens the understanding of the importance of collaboration with suppliers in improving Supply Chain Management and provides practical insights for companies in managing supplier relationships effectively.

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