

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra perusahaan, kualitas layanan, motivasi UKM, *relationship marketing*, dan kepercayaan terhadap keputusan UKM bermitra dengan Smesco Indonesia. Populasi dari penelitian ini adalah mitra UKM Smesco Indonesia yang berlokasi di 34 provinsi seluruh Indonesia, dengan jumlah sampel sebanyak 257 mitra UKM. Metode analisis data menggunakan Structural Equation Model-Partial Least Square (SEM-PLS). Hasil penelitian ini menemukan bahwa citra perusahaan berpengaruh positif tidak signifikan terhadap keputusan UKM bermitra, kualitas layanan berpengaruh positif dan signifikan terhadap keputusan UKM bermitra, motivasi UKM berpengaruh positif dan signifikan terhadap keputusan bermitra, *relationship marketing* berpengaruh positif dan signifikan terhadap keputusan bermitra, dan kepercayaan berpengaruh positif dan signifikan terhadap keputusan bermitra.

Kata kunci: citra perusahaan, kualitas layanan, motivasi UKM, *relationship marketing*, kepercayaan, keputusan bermitra

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ABSTRACT

This study aims to analyze the influence of corporate image, service quality, SME motivation, relationship marketing, and trust on SME's decision to partner with Smesco Indonesia. The population of this study is Smesco Indonesia's SME partners located in 34 provinces throughout Indonesia, with a total sample of 257 SME partners. The data analysis method used Structural Equation Model-Partial Least Square (SEM-PLS). The results of this study found that the image of the company has a positive and insignificant effect on partnership decision of SMEs, service quality has a positive and significant effect on partnership decision of SMEs, the motivation of SMEs has a positive and significant effect on partnership decision of SMEs, relationship marketing has a positive and significant effect on partnership decision of SMEs, and trust has an effect positive and significant to the decision to partner.

Keywords: *corporate image, service quality, SME motivation, relationship marketing, trust, partnering decisions*



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