

**ANTESEDEN DAN *OUTCOME* DARI *RELATIONSHIP QUALITY*
ANTARA PT. SEMEN PADANG DENGAN DISTRIBUTOR**

THESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen Pada
Program Studi Magister manajemen Fakultas Ekonomi Universitas Andalas



PROGRAM STUDI MAGISTER MANAJEMEN

FAKULTAS EKONOMI

UNIVERSITAS ANDALAS

PADANG

2017

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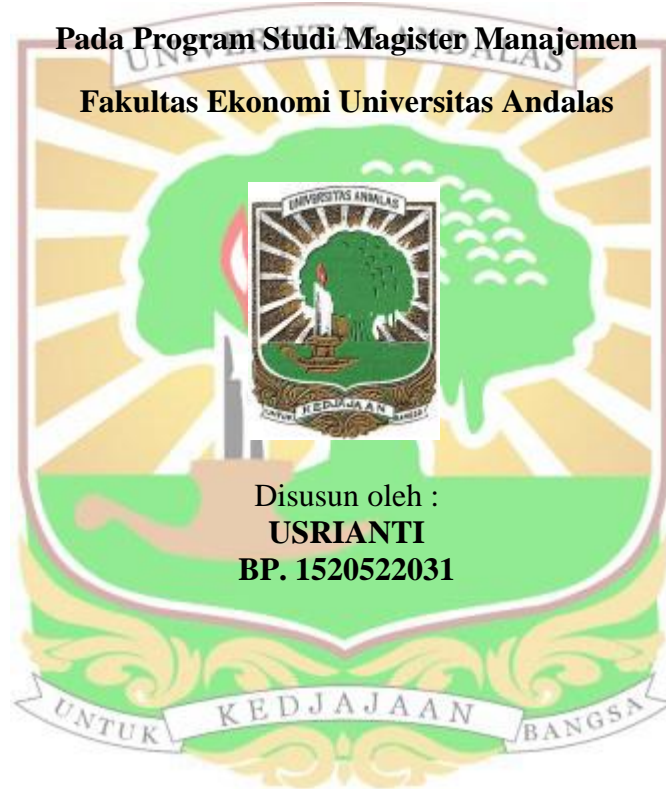
TESIS

Disusun dan Diajukan untuk memenuhi sebagian syarat dalam

Mencapai derajat sarjana S-2 Magister Manajemen

Pada Program Studi Magister Manajemen

Fakultas Ekonomi Universitas Andalas



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PADANG
2017**

ABSTRACT

This study aims to test antecedents and outcome of Relationship Quality between PT. Semen Padang with distributor. This research is a quantitative research that is intended to test model that explains relationship between relationship quality constructs. Population in this research is all distributors PT Semen Padang, amounting to 44 distributors. The technique used in sampling is the census method. Based on results of this study, conducted testing against distributors PT. Semen Padang obtained conclusion that all antecedents consisting of communication, relationship benefit, client orientation, mutual disclosure and power have a significant positive effect on relationship quality distributor PT Semen Padang. And relationship quality has significant positive effect on relationship outcome distributor PT Semen Padang. Based on the research output, there are some practical implications that are expected to be implemented through various policies. These implications include: establishing an effective communication channel between PT. Semen Padang with distributors, providing benefits to distributors who have reached certain loyalty stages, changing orientation to client orientation by giving priority to the distributor, giving each other information that is open between PT. Semen Padang with distributors related to marketing or sales information, as well as giving gaps to distributors to influence sales policy.

Keyword : relationship quality, outcome, distributor.

