

## ABSTRACT

As an era and advanced technology develop, it make the business activities in Indonesia more engaged in the field of information technology. Advances in technology have an impact on many people who increasingly follow technology development thus, mowadays certainly cannot be separated from e-commerce activities. In Indonesia there are several companies engaged in e-commerce, on of which is “*Bukalapak*” company, a unicorn company, founded in 2017. At the end of 2019, The company collaborative activities carried out with its partners to increase customers satisfaction.

Through this research, an analysis of the effect of supply chain collaboration will be carried out as a mediator between supply chain responsivness and innovation performance aimed at *Bukalapak* partners using multivariat analysis with SEM-PLS method with supply chain collaboration variables, supply chain responsivness, and innovation performance.

The data collection method conducted by distributing questionnaires to 156 *Bukalapak* partners and collecting data related to business activities carried out by *Bukalapak* partners as observers of research data. The data processing used SmartPLS 3.0.

Based on the result of data processing, it found that supply chain collaboration could mediate the effect of supply chain responsivness on innovation performance so that it can bring up collaborative activities carried out by *Bukalapak* with is partners.

Keywords : supply chain collaboration, supply chain responsiveness, innovation performance, SEM-PLS