

ABSTRACT

The telecommunications industry in the current era is an important industry where most people use smartphones or hardware that requires a wi-fi or mobile internet network. Indonesia is an archipelagic country where each island requires a faster way of exchanging information than before, where currently the use of the internet network makes it easier to disseminate information so that in various regions can get the same information as in the city center Today's telecommunications companies must continue to maintain their quality in providing a network, of course there are always efforts to develop an internet network owned by a telecommunications company to a place that does not have an internet network at all, of course in the process of developing and building a network requires cooperation with suppliers who can help speed up the process development in terms of providing materials and expert technicians in the construction of the network.

This background is the purpose of holding this research, this research wants to know whether the social aspect of procurement is able to affect Knowledge Sharing. Knowledge sharing suppliers is one way for a company to maintain and manage good supply chain management by sharing experiences, knowledge, and important information. Knowledge sharing can minimize misunderstandings and encourage supply chain management performance to the maximum point. Factors that can determine knowledge sharing suppliers are tie strength, network stability, shared understanding and trust. The purpose of this study was to determine whether tie strength, network stability, shared understanding and trust simultaneously have an effect on knowledge sharing.

This study uses the SEM-PLS analysis method with a sampling technique using non-probability sampling with purposive sampling sampling method, where sampling is by distributing questionnaires to 90 respondents.

The results of this study indicate that tie strength, network stability, shared understanding and trust have a significant influence on Knowledge Sharing.

Researchers suggest that all parties involved in knowledge sharing suppliers can create a good cooperative environment in order to improve the performance of each company and a long-term cooperation.

Keywords: Supply Chain Management, Knowledge sharing, supplier