

## **ABSTRACT**

### **THE INFLUENCE OF SUPPLIER PARTNERSHIP ON PRELOVED PRODUCT AVAILABILITY WITH THE MEDIATION OF QUALITY CONTROL CAPABILITY**

*(A Study at AGH Drumstore Online Shop)*

*By:*

**Natasya Dara Susanti**

**NIM. 223402039**

*Supervisor:*

*Supervisor I : Prof. Dr. H. Kartawan, S.E., M.P*

*Supervisor II : Febrialdy Hendratawan, S.T., M.S.M*

*The trend of sustainable consumption is increasing and encouraging the growth of public interest in preloved products, however the availability of quality preloved products in online stores such as AGH Drumstore is very dependent on partnerships with suppliers and their quality control capabilities. This research aims to determine the effect of Supplier Partnership on the Availability of Preloved Products mediated by Quality Control at the AGH Drumstore Online Store. This research uses a quantitative approach with verification methods and saturated sampling techniques on 34 partnership suppliers as respondents, with data collection through questionnaires and analysis using SEM-PLS and partial T tests. The research results show that supplier partnerships play a crucial role in maintaining the availability of preloved products; quality control mediation is partial so that the direct influence of supplier partnerships on product availability is stronger if supported by good quality control; and supplier partnerships also have a positive and significant influence on increasing supplier quality control capabilities at AGH Drumstore.*

**Keywords:** *Supplier Partnership, Product Availability, Preloved Products*

## ABSTRAK

### **PENGARUH *SUPPLIER PARTNERSHIP* TERHADAP KETERSEDIAAN PRODUK *PRELOVED* DENGAN MEDIASI KEMAMPUAN *QUALITY CONTROL***

(Studi pada Toko Online AGH Drumstore)

Oleh:

**Natasya Dara Susanti**

**NIM. 223402039**

Dibawah Bimbingan:

Pembimbing I : **Prof. Dr. H. Kartawan, S.E., M.P**

Pembimbing II : **Febrialdy Hendratawan, S.T., M.S.M**

Tren konsumsi secara berkelanjutan semakin meningkat dan mendorong tumbuhnya minat masyarakat terhadap produk *preloved*, namun ketersediaan produk *preloved* yang berkualitas pada toko online seperti AGH Drumstore sangat bergantung pada kemitraan dengan *supplier* dan kemampuan *quality control* yang dimiliki. Penelitian ini bertujuan untuk mengetahui pengaruh *Supplier Partnership* terhadap Ketersediaan Produk *Preloved* yang dimediasi oleh *Quality Control* pada Toko Online AGH Drumstore. Penelitian ini menggunakan pendekatan kuantitatif dengan metode verifikatif dan teknik sampling jenuh terhadap 34 *supplier partnership* sebagai responden, dengan pengumpulan data melalui kuesioner dan analisis menggunakan SEM-PLS serta uji T secara parsial. Hasil penelitian menunjukkan bahwa *supplier partnership* berperan krusial dalam menjaga ketersediaan produk *preloved*; mediasi *quality control* bersifat parsial sehingga pengaruh langsung *supplier partnership* terhadap ketersediaan produk semakin kuat apabila didukung *quality control* yang baik; serta *supplier partnership* turut berpengaruh positif dan signifikan terhadap peningkatan kemampuan *quality control* supplier di AGH Drumstore.

**Kata Kunci:** *Supplier Partnership*, Ketersediaan Produk, Produk *Preloved*.