

ABSTRACT

This research aimed to examine the effect of information sharing, behavioral uncertainty on trust and the effect of information sharing, behavioral uncertainty on buyer supplier relationship performance. Research initiated by problems or reality in the field (research problem) and also from research by Gonzales (2011) which explained less than 50% collaboration could be success.

The object of this research carried out the food and beverage industries in the Central Java. Respondent of this research are 100 people from different food and beverage industries in the Central Java. The model used in this study is a model of causality or relationship influence. The analysis technique to test the hypothesis is using SEM (Structural Equation Modeling) based component or variance or PLS (Partial Least Squares) with software Smart PLS.

The result of analysis showed that information sharing has positive and significant effect on trust and buyer supplier relationship performance, and also behavioral uncertainty has negative and significant effect on trust and buyer supplier relationship performance. All aspect in this research must be attention by buyer and supplier as collaboration to increase buyer supplier relationship performance.

Keywords: information sharing, behavioral uncertainty, trust, buyer supplier relationship performance

