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THE SUPPORTING OF A SPRINGBED PRODUCER ON ITS RETAILERS' PERFORMANCE (A STUDY OF RELATIONAL RENT CREATION)

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ABSTRACT

The superior value creation in a supply chain is very important in the developing of sustainable competitive advantage. Relationship building between a producer and its retailers have to be designed to increase their supply chain performance. This relationship will be developed in the social and economic context that can create a relational rent. The dynamics of relational governance and embeddedness between the producer and its retailers can effect the creation of relational rent. The relational rent can support the retailers to develop its retailers' marketing competence. This research investigates the relational rent between a springbed producer and its retailers that has some effect on the retailers' marketing competence and performance.

With the participation from 344 respondents that are selected from springbed retailers in Jakarta, Bogor, Depok, Tangerang and Bekasi, this study reveals that the creation of relational rent will be effected by relational embeddedness and not effected by relational governance. The relational rent has no effect on the developing of retailers' marketing competence. This competence will be effected by relational governance and embeddedness. The relational governance and embeddedness have no direct effect on retailers' performance, but have indirect effect through the marketing competence as intervening variable. This result shows that the relation rent creation is not strong enough to develop retailers' marketing competence and performance. In view of such findings, apparently there is a transactional economic exchange in that relationship.