

THE TRUST FORMING PROCESS IN BUSINESS RELATIONSHIP MODEL BETWEEN NATIONAL AND INTERNATIONAL COMPANIES (HISTORICAL CONSTRUCTION ISTIC STUDIES IN FAB ENTERPRISES)

Fausta Ari Barata*

UnTag Surabaya, Indonesia

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ABSTRACT

FAB ENTERPRISES is fourth party logistic (4PL) concisely was able to gain the trust of the large companies. The aim of this study: 1. Review and analyze the factors that driving and inhibiting the forming trust process in organizational relationship between FAB ENTERPRISES and its business partners; 2. To develop a trust model in organizational relationship. This study uses a qualitative approach with historical construction istic method. The result shows consist of: 1) personal characteristic of owner; 2) owner reputation; 3) information dissemination; 4) proof of performance; 5) management of communications. The second conclusion that can be drawn is that trust in business relationship between FAB ENTERPRISES and its partner business are influenced by intention and attitude factors which are moderated by performance and communications.

Keywords: Logistics, FAB ENTERPRISES, Trust, Business partners.

*Correspondence to: Fausta Ari Barata, UnTag Surabaya, Indonesia, E-mail: fausta.untagsby@fab-enterprises.com