**ANALISIS DIMENSI *BUSINESS TO BUSINESS* (B2B) PADA PRODUK AIR MINERAL PT KERJA TIRTA SANTOSA YOGYAKARTA**

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# Abstrak

Penelitian ini bertujuan untuk menganalisis dimensi *business to business* (B2B) pada produk air mineral PT. Kerja Tirta Santosa. *Business to business* (B2B) memilki 6 dimensi yaitu tujuan pertukaran, karakteristik komunikasi, sasaran manajerial, fokus manajerial, investasi manajerial dan jenjang manajerial. Responden dalam penelitian ini berjumlah 13 responden. Analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, dan *arithmetic mean*. Dari hasil analisis *arithmetic mean* dimensi tujuan pertukaran hasil rata-rata sebesar 3,46 yang berarti sering, dimensi karakteristik komunikasi memperoleh hasil rata-rata sebesar 3,99 yang berarti sering, dimensi sasaran manajerial memperoleh hasil rata-rata sebesar 3,99 yang berarti sering, dimensi fokus manajerial hasil rata-rata sebesar 4,42 yang berarti selalu, dimensi investasi manajerial hasil rata-rata sebesar 3,26 yang berarti kadang-kadang dan dimensi jenjang manajerial memperoleh hasil rata-rata sebesar 3,69 yang berarti sering. Dari semua kategori pada setiap dimensi yang paling banyak muncul yaitu sering. Artinya pernyataan dari semua dimensi sudah sering dilaksanakan.

**Kata Kunci**: *Business To Business (B2B).*



***ANALYSIS DIMENTION BUSINESS TO BUSINESS (B2B) ON PRODUCT MINERAL WATER PT KERJA TIRTA SANTOSA YOGYAKARTA***

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# *Abstract*

*This study aims to analyze dimention business to business (B2B) on product mineral water PT. Kerja Tirta Santosa Yogyakarta. Business to business has 6 indicators, exchange purpose, communication characteristics, managerial goals, managerial focus, managerial investment, and managerial levels. The respondents in this study amounted to 13 respondents. Data analysis in this study used validity, reliability, and arithmetic mean tests. From the results of arithmetic analysis, the mean indicator of exchange purpose an average obtained result of 3.46 which means often, the indicator of communication characteristics an average obtained result of 3.99 which means often, the indicator of managerial goals obtained results an average of 3.99 which means often, the indicator of the managerial focus obtained an average result of 4,42 which means always, the indicator of the managerial investment obtains an average result of 3.26 which means sometimes and the indicator of managerial levels obtains an average result of 3.69 which means often. Of all the categories in each dimension, the one that appears the most is often. Statements of all dimensions have often been implemented.*

***Keywords****: Business to Business.*