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Abstract Submission ISFM 10th 2021

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15 Juli 2021 pukul 08.48

[Kutipan teks disembunyikan]

The Role of Communication as Mediator of The Commitment Effect on The Marine Fish Supply Chain Performance to *Bangliau* in Bagansiapiapi Riau, Indonesia

Ridar Hendri^{1*}, Eni Yulinda¹

¹Department of Fisheries Socio-Economic, Faculty of Fisheries and Marine Affairs,
University of Riau, Pekanbaru 28293, Indonesia

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Abstract

This survey study aims to analyse the role of communication as a mediator of the commitment effect on the marine fish supply chain performance to *bangliau* (fish distributors) in Bagansiapiapi, Riau Province. The unit of analysis for this study is *bangliau* (a place of collection, distribution, and marketing of fish), which has 40 units. Respondents were 40 *bangliau* owners/managers who were taken by the census method. The data was collected using a closed questionnaire, containing several statements measured by a 5-point Likert scale. The data collected includes communication (language, clarity of message content, communication frequency, decision without pressure, and honesty of communication), commitment (affective, avoiding opportunistic, normative, continuous effort, goal-oriented, belief), and supply chain performance (smooth of the goods flow, media flow, and information flow). The hypothesis proposed in this study is that communication plays a role in the commitment effect on marine fish supply chain performance in Bagansiapiapi. The data were analysed using the Structural Equation Model (SEM) method using the Smart Partial Least Square (SmartPLS) software version 3.0. The results show that commitment has a significant effect on the marine fish supply chain performance, but the role of communication as a mediator can further increase the commitment effect. The reason is, communication can increase understanding and help equalize perceptions of the marine fish supply chain among the entities involved.

Keywords: *Communication effect, fish distribution, fishermen, fishing industry, rokan hilir, SCM*



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LoA ISFM-048

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isfm faperika <isfm.faperika@ict.unri.ac.id>

18 Juli 2021 pukul 18.13

Kepada: Ridar Hendri 19610828 198703 1 004 <ridar.hendri@lecturer.unri.ac.id>

Dear Mr/Mrs. Ridar Hendri,

We have decided that your abstract entitled “ The Role of Communication as Mediator of The Commitment Effect on The Marine Fish Supply Chain Performance to Bangliau in Bagansiapiapi Riau, Indonesia ” submitted to the International Seminar of Fisheries and Marine Science (ISFM) 2021 is accepted.

The attached files are your Acceptance Letter, Publication Agreement, and Template Full Paper. Please send us the filled and signed your Publication Agreement and your Full Paper before 1st August, 2021 by ISFM website <https://isfm.faperika.unri.ac.id/>.

Feedback from the reviewer :

- Abstract has been ok

Thank you for your participation in the ISFM 2021.

Kind Regards,

ISFM 2021 Committee

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14 Agustus 2021 pukul 11.21

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*Future Challenges and Opportunity in Fisheries, Marine and
Environmental Sciences in new Normal Era*

Faculty of Fisheries and Marine Science Universitas Riau

Pekanbaru, 15 -16th September, 2021



Pekanbaru, 17th July, 2021

Dear Mr/Ms. Ridar Hendri,

We are pleased to inform you that your abstract titled "The Role of Communication as Mediator of The Commitment Effect on The Marine Fish Supply Chain Performance to Bangliau in Bagansiapiapi Riau, Indonesia" with registration number ISFM-048 has been accepted for oral presentation at International and National Seminar on Fisheries and Marine Science (ISFM) 2021 organized virtually by Faculty of Fisheries and Marine Science, Universitas Riau in 15-16th September, 2021.

In order to be presented, please submit your full paper and publication agreement before 1st August, 2021 by ISFM website <https://isfm.faperika.unri.ac.id/>. In your paper, please ensure that your paper includes the paper title, the list of authors along with their email affiliations, and countries, we would also like to recommend the authors ORCID ID numbers in the papers (especially for Corresponding Author). Please the full paper follows the template guidelines.

We also kindly remind you that you should pay for the registration fee and the publication fee. The payment deadline must be made before 1st September, 2021 into payment account as below:

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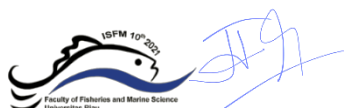
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2. Attachment: payment receipt with format: papercode_full name of person who will be presenter (e.g. ISFM-0XX_Anindira).

Thank you for submitting a paper to ISFM 2021 and congratulations for its acceptance. If I can be of any further assistance, please do not hesitate to contact us.

Best regards,



Dr. Trisla Warningsih, S.Pi., M.Si

Secretariat Office:

**FACULTY OF FISHERIES AND MARINE SCIENCE
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Full Paper Reminder

1 pesan

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Bcc: ridar.hendri@lecturer.unri.ac.id

19 Agustus 2021 pukul 12.21

Dear Author of ISFM X,

We hope you are in good health.

We kindly inform you that the full paper submission deadline is until August 20, 2021.

Thank you to the authors who have submitted the full paper.
Authors who haven't submitted it yet, please submit it no later than August 20, 2021 by ISFM website
<https://isfm.faperika.unri.ac.id/>

Please full paper following the template guide as attached.

For abstracts that have revisions, you can send the revised abstracts via email isfm.faperika@ict.unri.ac.id.

Thank you for your attention and understanding.
Kind regards,
ISFM 2021 Committee

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ISFM 15-16 September 2021

1 pesan

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Bcc: ridar.hendri@lecturer.unri.ac.id

13 September 2021 pukul 15.24

Dear ISFM X 2021 Participants,

We are gladly to invite you to the Main Event and Parallel Session of ISFM X 2021. Please find below the zoom meeting link for 15 and 16 September 2021.

September 15, 2021

ISFM Committee is inviting you to a scheduled Zoom meeting.

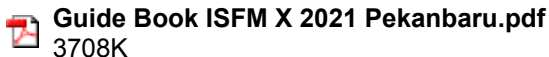
Topic: International & National Seminar of Fisheries and Marine Science X 2021
Time: Sep 15, 2021 08:00 AM Jakarta
Join Zoom Meeting
<https://zoom.us/j/99479891146?pwd=MkMwUjZpeWE0YUtvUIJucFYyVTFxUT09>
Meeting ID: 994 7989 1146
Passcode: isfm2021

September 16, 2021

ISFM Committee is inviting you to a scheduled Zoom meeting.

Topic: Parallel Session of ISFM X 2021
Time: Sep 16, 2021 09:00 AM Jakarta
Join Zoom Meeting
<https://zoom.us/j/94128506457?pwd=T2NoSFBnQ0x5WVpyS2trWm9SekZZUT09>
Meeting ID: 941 2850 6457
Passcode: 132889

We also attached the virtual background which can be used during our coference. For parallel session, please find attached the schedule and room for each participants. Thank you for your participation.

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Letter of Submitted

1 pesan

isfm faperika <isfm.faperika@ict.unri.ac.id>

24 September 2021 pukul 10.49

Kepada: Ridar Hendri 19610828 198703 1 004 <ridar.hendri@lecturer.unri.ac.id>

Dear Mr/Mrs. Ridar Hendri,

Thank you for submitting the manuscript to The 10th International and National Seminar on Fisheries and Marine Science (ISFM X).

Here we attach the Letter of Submitted.

Kind Regards,
ISFM X Committee

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THE 10TH INTERNATIONAL AND NATIONAL SEMINAR ON FISHERIES AND MARINE SCIENCE 2021

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Faculty of Fisheries and Marine Science Universitas Riau

Pekanbaru, 15 -16th September, 2021



LETTER OF SUBMITTED

Dear Mr/Ms. Ridar Hendri,

Thank you for submitting the manuscript "The Role of Communication as Mediator of the Commitment Effect on the Marine Fish Supply Chain Performance at Bangliau in Bagansiapiapi, Riau, Indonesia", to The 10th International and National Seminar on Fisheries and Marine Science (ISFM X). The manuscript that have passed the review process will be published at IOP Conference Series: Earth and Environmental Science (EES) Indexed by Scopus on 4th Quarter 2021.

If you require any further assistance, please do not hesitate to contact me.

Best regards,

Dr. Trisla Warningsih, S.Pi., M.Si

Secretariat Office:

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ISFM-X: Need the revised version

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27 September 2021 pukul 15.52

Kepada: Ridar Hendri 19610828 198703 1 004 <ridar.hendri@lecturer.unri.ac.id>

Dear Mr/Mrs **Corresponding Author**,

Thank you for your participation in The 10th International and National Seminar on Fisheries and Marine Science (ISFM X), which was held **online** on **September 15-16, 2020 by ZOOM**.

Please kindly find the reviewer's comments in the attachment and you should revise the manuscript based on the comments.

Please submit the revised manuscript by **October 5, 2021 via this Email**. We will assume that you resign as a participant in IOP Publication if you do not submit the revised version on the date mentioned. In order to publish the paper, the manuscript must be written based on **the guideline template**. We are looking forward to your response. Thank you

Kind Regards,

ISFM X Committee

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Ridar Hendri 19610828 198703 1 004 <ridar.hendri@lecturer.unri.ac.id>

29 September 2021 pukul 09.07


Kepada: isfm faperika <isfm.faperika@ict.unri.ac.id>

Dear ISFM X/2021 FPK Unri Committee

We hereby send back the revised manuscript as directed by the reviewer (see attachment). Hopefully it is eligible to be published in the proceedings. Thanks very much.

Ridar Hendri

[Kutipan teks disembunyikan]


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Ridar Hendri 19610828 198703 1 004 <ridar.hendri@lecturer.unri.ac.id>

29 September 2021 pukul 09.07

Kepada: Clara Yolandika <clarayolandika@lecturer.unri.ac.id>

[Kutipan teks disembunyikan]

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30 September 2021 pukul 09.58

Kepada: Ridar Hendri 19610828 198703 1 004 <ridar.hendri@lecturer.unri.ac.id>

Well received with thanks.

[Kutipan teks disembunyikan]

REVIEWER COMMENTS AND FEEDBACKS

Title	:	The role of communication as mediator of the commitment effect on the marine fish supply chain performance at <i>bangliau</i> in Bagansiapiapi, Riau, Indonesia
Author	:	

Comments:

No	Items	Comments and Feedback
1	Abstract	Please refer to text for comments/suggestions
2	The use of IOP proceeding template	Most are already follow the template given, but some need to be checked again, especially in the indentation, paragraph and line spacing (See comments in the returned article).
3	English proficiency in general	It is recommended that the author write the manuscript in proper English or with a help of proofreader.
4	Background	Please refer to text for comments/suggestions
5	Materials and Methods	Please refer to text for comments/suggestions
6	Results and Discussion	Please refer to text for comments/suggestions

General recommendation:

The article can be published directly without any revision

The article can be published directly with minor revision

The article can be published directly with major revision

The article can not be published

The role of communication as mediator of the commitment effect on the marine fish supply chain performance at *bangliau* in Bagansiapiapi, Riau, Indonesia

Abstract. [This survey study aims to analyse] the role of communication as a mediator of the commitment effect on the marine fish supply chain performance to *bangliau* (fish distributors) in Bagansiapiapi, Riau Province, Indonesia. The unit of analysis for this study is 40 units *bangliau*, namely a place of collection, distribution, and marketing of fish. Respondents were 40 *bangliau* owners/managers who were taken by the census method. The data was collected using a closed questionnaire, containing several statements measured by a 5-point Likert scale. The data collected includes communication (language, clarity of message content, communication frequency, decision without pressure, and communicates honesty); commitment (affective, avoiding opportunists, normative, continuous improvement, goal oriented, confidence); and supply chain performance (the smoothness of the goods flow, money flow, and information flow). There are two hypotheses proposed in this study: commitment has a positive and significant effect on the marine fish supply chain performance in *bangliau* (H₁); and commitment mediated by communication has a positive and significant effect on the marine fish supply chain performance in *bangliau* (H_{1a}). The data were analysed using the Structural Equation Model (SEM) method, using the Smart Partial Least Square (SmartPLS) software version 3.0. The results show that commitment has a significant effect on the marine fish supply chain performance, but the role of communication as a mediator can further increase the commitment effect. The reason is, communication can increase understanding and help equalize perceptions of the marine fish supply chain among the entities involved.

Commented [A1]: Use past tense

Keywords: *Communication effect, fish distribution, fishermen, fishing industry, rokan hilir, SCM*

Commented [A2]: Use IOP templer..

1. Introduction

Bagansiapiapi in Riau Province is one of the most important centres of the fishing industry in western Indonesia. Fish production in this area is distributed to North Sumatra, parts of Java island, and exported to Malaysia. Fish distributors in Bagansiapiapi are known as *tauke*, who buy fish from indigenous Malay fishermen. *Tauke* accommodates fish supplied by fishermen in *bangliau*, namely a place to unload, distribute and market fish. *Tauke* and *bangliau* are of Chinese origin language, referring to the ethnicity of the distributors, all of whom are Indonesian citizens of Chinese descent [1].

In Bagansiapiapi there are 40 units of *bangliau*[2]. The *tauke* always maintains good relations with fishermen to ensure the supply of fish to *bangliau*. The *tauke*-fishermen relationship is known as a patron-client relationship. According to [3], *tauke* as a patron acts like a socio-economic institution in the area, namely regulating the process of fish production and distribution, and fishermen's consumption. They lend money without collateral for the cost of fishing. Meanwhile, fishermen (clients) sell their fish, only to the *tauke* (owner of *bangliau*) at a price determined by the *tauke*.

Patron-client relationships occur on the basis of trust. Trust is defined as an attitude that the needs of one party will be met in the future by the actions of the other party [4], and [5]. Therefore, a person who has believed, will ignore whatever actions the person he has trusted will take [6]. In an economic context, trust is a willingness to take risks, and is dependent on an exchange partner. Trust refers to the extent to which supply chain partners perceive each other as credible and trustworthy partners [7]. Trust is an important factor for a commitment or promise. Commitment is the motivation to maintain and extend the relationship. The higher the commitment built on trust, the higher the quality of the channel relationship between suppliers and distributors of a product or service. Commitment can be measured through indicators consisting of affective, avoiding opportunists, normative, continuous improvement, goal-oriented, and confident [8]. The trust and commitment built by supply chain entities (the parties involved), usually affects the performance of supply chain management (SCM). SCM is an integration of business processes, starting from receiving raw materials, managing each chain of production activities until they are ready for use by users. The supply chain process involves major producers, suppliers, manufacturers, retailers, and consumers. The main objective of any supply chain is to meet consumer needs and generate profits across all entities. SCM, measured by the smoothness of goods flow, money flow, and information flow [9].

Given that information is one of the indicators of SCM, communication is an important factor in the supply chain system. According to [10], communication is the process of exchanging information among participants (people involved in communication), at a certain time, with the aim of equalizing perceptions. Communication indicators include language, message clarity, frequency of communication, decisions without pressure, and honest communication [11]. Communication can have a direct effect on supply chain performance, or simply act as a mediator variable in the effect of commitment on that performance. However, the extent to which communication plays a role in mediating the effect of commitment on marine fish supply chain performance at bungalows in Bagansiapiapi is not known for certain. Therefore this research needs to be done. The conceptual framework for this research is as illustrated in Figure 1. Based on these reasons, two hypotheses were proposed in this study:

H₁ = Commitment has a positive and significant effect on the marine fish supply chain performance

H_{1a} = Commitment mediated by communication has a positive and significant effect on the marine fish supply chain performance

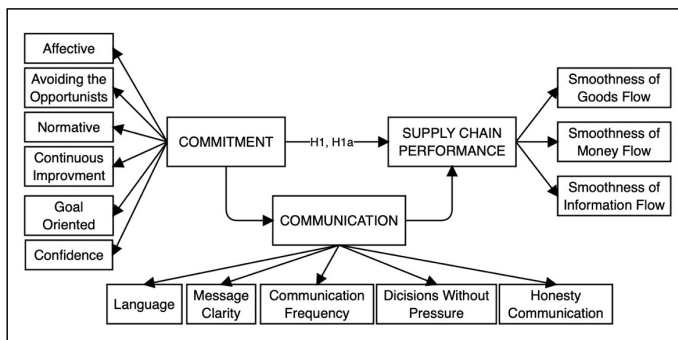


Figure 1. Research concept framework

2. Research Methods

2.1. Population and respondents

This research was conducted in December 2020 in Bagansiapiapi, a marine fish distribution centre in Rokan Hilir Regency, Riau Province (see Figure 2). The research subjects were all 40 *bangliaw* in the area. Respondents were set at 40 people, namely the owner or manager of *bungalow*. This is done because the population is small (<100). Thus, according to the opinion of [12], the respondent was taken using the census method, which made the entire population as respondents.

Commented [A3]: Bungalow or bangliaw



Figure 2. Research sites [13]

Commented [A4]: Make atribut of map

2.2. Collecting data methods

Data were collected using closed questionnaires distributes to respondents [14]. There are three types of data collected: primary data, and secondary data. The primary data covers commitment, communication, and supply chain performance. Meanwhile, secondary data was obtained from books and other written documentation published by related institutions/agencies.

Commented [A5]: Three or two???

2.3. Statistical analysis

The data analysis was carried out in two stages: the instrument testing, and the hypotheses testing. The SPSS (Statistical Package for Social Science) software version 25.0, was used for instrument testing [14]. While the hypotheses testing was used the SEM-PLS (Structural Equation Modeling - Partial Least Square) method with the SmartPLS version 3.2.8 software. The PLS analysis is carried out in two stages, namely the Evaluation of the Measurement Model (External Model), and the Structural Model Evaluation (Inner Model). The external model is used to obtain the validity and reliability of the research construct, while the inner model is used to answer the hypotheses. Hypotheses testing of the bootstrap procedure was used to obtain the t-statistic value for each path relationship. Furthermore, the t-statistic value was compared with the t-table value using a 95% confidence level ($\alpha = 0.05$). If the t-statistic > t-table, the hypothesis is accepted, and vice versa [15].

3. Results and Discussion

3.1. Statistical analysis

A total of 40 respondents returned the questionnaire (100%), and all questionnaires could be processed data. Furthermore, validity and reliability tests were carried out to ensure all statements in the questionnaire were valid and reliable [15]. The data validity test results shown that there were four not-valid statements in the questionnaire: three statements on the commitment variable, and one statement on the communication variable. These statements are eliminated so that the data can be processed. The validity test results after data eliminated are shown in Table 1.

Table 1. Variable validity test results

Variable	Code	Indicator	r-statistic	r-table	Conclusion
Commitment	COMIT1	Affective	0.570	0.312	Valid
	COMIT2	Avoiding opportunists	0.445	0.312	Valid
	COMIT3	Normative	0.353	0.312	Valid
	COMIT4	Continuous improvement	0.596	0.312	Valid
	COMIT5	Goal oriented	0.509	0.312	Valid
	COMIT6	Confidence	0.565	0.312	Valid
Communication	COMUN1	Language	0.626	0.312	Valid
	COMUN2	Clarity of message content	0.778	0.312	Valid
	COMUN3	Communication frequency	0.607	0.312	Valid
	COMUN4	Decision without pressure	0.812	0.312	Valid
	COMUN5	Communication honesty	0.735	0.312	Valid
Supply Chain Performance	SCPER1	Smoothness of goods	0.473	0.312	Valid
	SCPER2	Smoothness of money	0.612	0.312	Valid
	SCPER3	Smoothness of information	0.726	0.312	Valid

Meanwhile, the reliability test results show that the Cronbach Alpha value for the three variables is > 0.6 , as shown in Table 2. According to [14], if the Cronbach Alpha value > 0.6 then the questionnaire used is reliable.

Table 2. Variable reliability test results

Variable	Cronbach Alpha		Conclusion
Commitment	0.749	> 0.6	Reliable
Communication	0.760	> 0.6	Reliable
Supply Chain Performance	0.753	> 0.6	Reliable

3.2. Evaluation of measurement model (outer model)

The evaluation of the measurement model aims to ensure that each indicator that describes the construct-variable (latent) is valid. The indicator is considered valid if the loading factor value is > 0.70 [16]. The results of the convergent validity test show that the loading factor value of several indicators is < 0.70 , as shown in Table 3. These indicators must be dropped so that the research model can be used for further analysis.

Table 3. Convergen validity test results

Code	Latent Variable (Konstruk)		
	Commitment	Communication	Supply Chain Performance

COMIT1	0.742	0.605	0.434
COMIT2	0.795	0.556	0.628
COMIT3	0.375*	0.312	0.043
COMIT4	0.817	0.695	0.645
COMIT5	0.769	0.628	0.696
COMIT6	0.569*	0.747	0.404
COMUN1	0.569	0.747	0.404
COMUN2	0.680	0.855	0.505
COMUN3	0.439	0.630*	0.507
COMUN4	0.871	0.906	0.669
COMUN5	0.821	0.828	0.573
SCPER1	0.530	0.463	0.852
SCPER2	0.680	0.526	0.889
SCPER3	0.717	0.598	0.851

* = Loading factor value of construct < 0.70

Next, the construct reliability test was carried out. A construct is considered reliable if it has Composite Reliability and Cronbach Alpha values are > 0.60, and Avarage Variance Extracted (AVE) values are > 0.50 [15]. The analysis results show that all constructs are reliable because they meet the required standard values, as shown in Table 4.

Table 4. Construct reliability test results

Indicator	Commitment	Communication	Supply Chain Performance
Composite reliability	0.886	0.909	0.899
Cronbach Alpha	0.829	0.869	0.831
AVE	0.660	0.714	0.747

3.3. Evaluation of structural model (inner model)

Evaluation of the structural model is done by looking at the coefficient of determination (R^2), t-statistic, and P-value. The R^2 value is needed to measure how much the dependent variable (endogen construct) can explain the independent variable (exogen construct). The model is declared strong if the R^2 value is 0.75, moderate (0.50), and weak (0.25). Meanwhile, t-statistic and P-value were used to test the hypothesis. The hypothesis is accepted if the t-statistic > t-table and P-value > 0.05 [14]. The results of the determination coefficient test show that the R^2 value of commitment and communication, respectively > 0.6 (strong), as shown in Table 5.

Table 5. R-square (R^2) analysis results

Variable	R-square
Commitment	-
Communication	0.652
Supply Chain Performance	0.623

Table 5 also shows that the commitment variable is able to explain the variance that occurs in communication by 0.652 or 65.2%. The rest (34.8%) is explained by other factors not included in this model. The commitment and communication variables are able to explain the variance that occurs in supply chain performance by 0.623 or 62.3%. The rest (37.7%) is explained by other factors not included in this research model.

Furthermore, path coefficient analysis was conducted to measure the magnitude of the direct and indirect effect of the commitment variable on the marine fish supply chain performance through communication. The full analysis of the PLS model produces a structural model output as illustrated in Figure 3.

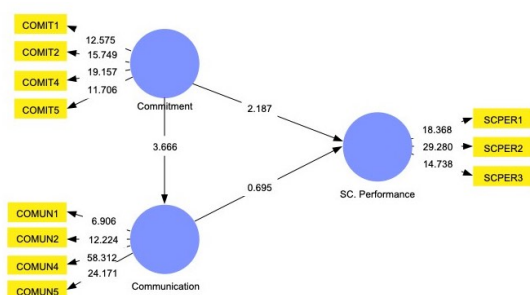


Figure 3. Structural model output

Figure 3 shows the t-statistical value magnitude of the relationship between latent variables. According to [14], if the t-statistic value is > 1.960 , and the P-value is < 0.05 , it means that the latent variable has a positive and significant effect on other variables. The t-statistic value of the commitment to performance is 2.187, and to performance through communication is 3.666. Both values are > 1.960 . This means that commitment has a positive and significant effect on supply chain performance, either directly or through communication mediation. This effect can also be seen from the results of the bootstrap analysis, as shown in Table 6.

Table 6. Bootstrap analysis results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics (O/STDEV)	P-value
Commitment → Supply Chain Performance	0.365	0.365	0.167	2.187	0.014
Commitment → Communication → Supply Chain Management	0.670	0.637	0.183	3.666	0.000

Thus, the two hypotheses proposed in this study are accepted, namely: commitment has a positive and significant effect on the marine fish supply chain performance at *bangliau* in Bagansiapiapi (H_1); and commitment mediated by communication, has a positive and significant effect on the performance of the marine fish supply chain at *bangliau* in Bagansiapiapi (H_{1a}).

The study results confirm that the commitments fulfilled by fishermen to take and vice versa, are proven to be able to improve the marine fish supply chain performance. Fishermen fulfil their commitment, namely selling their fish only to the owner (not to others), with the type and amount of fish, as well as the agreed time. The fishermen did that because the *tauke* had lent them money earlier, for the cost of catching fish, for the family's needs. Fishermen do not mind even though the selling price of fish is set by the *tauke*. According to [3], this can happen because there is a patron-client relationship between the *tauke* and the fisherman. On the other hand, the *tauke* fulfills its commitment, buy all the fisherman fish and paying it on time. The *tauke* also lends money to fishermen if he needed

it. In addition, if the fishermen's fishing gear is damaged, very easy for them to get a replacement from the *tauke*. The existence of mutual efforts to maintain this commitment, causes communication between the fishermen-*tauke* to go well. For example, fishermen always get information from *tauke* about the fish current price or the fish number needed. On the other hand, the *tauke* also received information from fishermen about the number of fish caught, or the obstacles faced when catching fish. This is in line with the opinion [17], that in marine fish production centres, *tauke* play a very important role in the fish production process.

The smooth supply of fish from the fishermen to the *tauke*, the payment of fish from the *tauke* to the fishermen, and the sharing of information between them, can happen because so far, the communication that has been built between the *tauke* and the fishermen is quite good. The fishermen in Bagansiapiapi are generally Malay, and the *tauke* come from the Chinese ethnic group. However, the 'cross-cultural' communication process between them went smoothly. The fishermen in Bagansiapiapi are generally Malay, and the *tauke* comes from the Chinese ethnic. However, the cross-cultural communication process between them went smoothly. The *tauke* communicates in the Indonesian, even though it is in a Chinese dialect, but fishermen understand some terms in Chinese that are often used by *tauke*. Both parties try to understand each other about the topic they are communicating, so that their perception of the topic becomes the same. According to [18], the purpose of communication is to equalize perception. The existence of good communication between fishermen and the *tauke*, has improved the marine fish supply chain performance to *bangliau*.

4. Conclusion

This study concludes that commitment has a positive and significant effect on the fish supply chain performance at Bangliau in Bagansiapiapi, both directly and through communication mediation. Communication plays a role in increasing the effect of commitment on marine fish supply chain performance. Therefore, these two factors must be attention for fostering the fishermen in Bagansiapiapi.

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The role of communication as mediator of the commitment effect on the marine fish supply chain performance at *bangliau* in Bagansiapiapi, Riau, Indonesia

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Abstract. This survey study aims to analyse the role of communication as a mediator of the commitment effect on the marine fish supply chain performance to *bangliau* (fish distributors) in Bagansiapiapi, Riau Province, Indonesia. The unit of analysis for this study is 40 units *bangliau*, namely a place of collection, distribution, and marketing of fish. Respondents were 40 *bangliau* owners/managers who were taken by the census method. The data was collected using a closed questionnaire, containing several statements measured by a 5-point Likert scale. The data collected includes communication (language, clarity of message content, communication frequency, decision without pressure, and communicates honesty); commitment (affective, avoiding opportunists, normative, continuous improvement, goal oriented, confidence); and supply chain performance (the smoothness of the goods flow, money flow, and information flow). There are two hypotheses proposed in this study: commitment has a positive and significant effect on the marine fish supply chain performance in *bangliau* (H_1); and commitment mediated by communication has a positive and significant effect on the marine fish supply chain performance in *bangliau* (H_{1a}). The data were analysed using the Structural Equation Model (SEM) method, using the Smart Partial Least Square (SmartPLS) software version 3.0. The results show that commitment has a significant effect on the marine fish supply chain performance, but the role of communication as a mediator can further increase the commitment effect. The reason is, communication can increase understanding and help equalize perceptions of the marine fish supply chain among the entities involved.

Keywords: *Communication effect, fish distribution, fishermen, fishing industry, rokan hilir, SCM*

1. Introduction

Bagansiapiapi in Riau Province is one of the most important centres of the fishing industry in western Indonesia. Fish production in this area is distributed to North Sumatra, parts of Java island, and exported to Malaysia. Fish distributors in Bagansiapiapi are known as *tauke*, who buy fish from indigenous Malay fishermen. *Tauke* accommodates fish supplied by fishermen in *bangliau*, namely a place to unload, distribute and market fish. *Tauke* and *bangliau* are of Chinese origin language, referring to the ethnicity of the distributors, all of whom are Indonesian citizens of Chinese descent [1].

In Bagansiapiapi there are 40 units of bangliau[2]. The *tauke* always maintains good relations with fishermen to ensure the supply of fish to *bangliau*. The *tauke*-fishermen relationship is known as a patron-client relationship. According to [3], *tauke* as a patron acts like a socio-economic institution in the area, namely regulating the process of fish production and distribution, and fishermen's consumption. They lend money without collateral for the cost of fishing. Meanwhile, fishermen (clients) sell their fish, only to the *tauke* (owner of bangliau) at a price determined by the *tauke*.

Patron-client relationships occur on the basis of trust. Trust is defined as an attitude that the needs of one party will be met in the future by the actions of the other party [4], and [5]. Therefore, a person who has believed, will ignore whatever actions the person he has trusted will take [6]. In an economic context, trust is a willingness to take risks, and is dependent on an exchange partner. Trust refers to the extent to which supply chain partners perceive each other as credible and trustworthy partners [7]. Trust is an important factor for a commitment or promise. Commitment is the motivation to maintain and extend the relationship. The higher the commitment built on trust, the higher the quality of the channel relationship between suppliers and distributors of a product or service. Commitment can be measured through indicators consisting of affective, avoiding opportunists, normative, continuous improvement, goal-oriented, and confident [8]. The trust and commitment built by supply chain entities (the parties involved), usually affects the performance of supply chain management (SCM). SCM is an integration of business processes, starting from receiving raw materials, managing each chain of production activities until they are ready for use by users. The supply chain process involves major producers, suppliers, manufacturers, retailers, and consumers. The main objective of any supply chain is to meet consumer needs and generate profits across all entities. SCM, measured by the smoothness of goods flow, money flow, and information flow [9].

Given that information is one of the indicators of SCM, communication is an important factor in the supply chain system. According to [10], communication is the process of exchanging information among participants (people involved in communication), at a certain time, with the aim of equalizing perceptions. Communication indicators include language, message clarity, frequency of communication, decisions without pressure, and honest communication [11]. Communication can have a direct effect on supply chain performance, or simply act as a mediator variable in the effect of commitment on that performance. However, the extent to which communication plays a role in mediating the effect of commitment on marine fish supply chain performance at bungalows in Bagansiapiapi is not known for certain. Therefore this research needs to be done. The conceptual framework for this research is as illustrated in Figure 1. Based on these reasons, two hypotheses were proposed in this study:

H_1 = Commitment has a positive and significant effect on the marine fish supply chain performance

H_{1a} = Commitment mediated by communication has a positive and significant effect on the marine fish supply chain performance

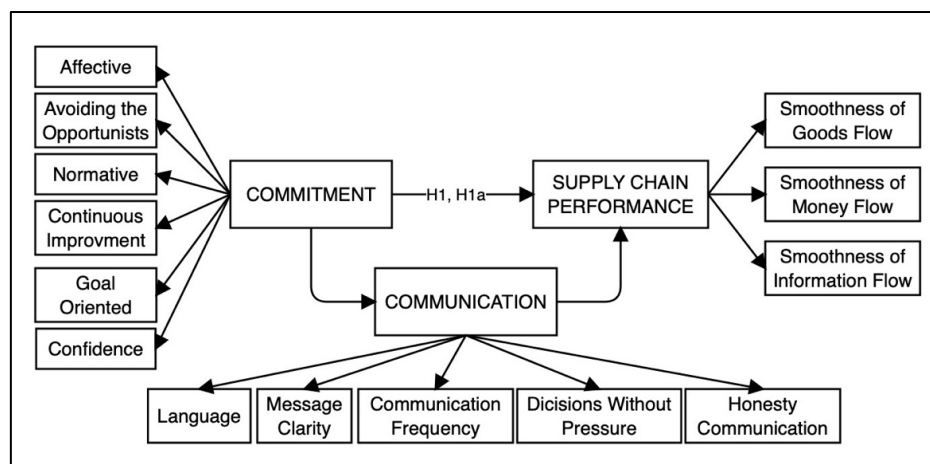


Figure 1. Research concept framework

2. Research Methods

2.1. Population and respondents

This research was conducted in December 2020 in Bagansiapiapi, a marine fish distribution centre in Rokan Hilir Regency, Riau Province (see Figure 2). The research subjects were all 40 *bangliau* in the area. Respondents were set at 40 people, namely the owner or manager of *bungalow*. This is done because the population is small (<100). Thus, according to the opinion of [12], the respondent was taken using the census method, which made the entire population as respondents.



Figure 2. Research sites [13]

2.2. Collecting data methods

Data were collected using closed questionnaires distributed to respondents [14]. There are three types of data collected: primary data, and secondary data. The primary data covers commitment, communication, and supply chain performance. Meanwhile, secondary data was obtained from books and other written documentation published by related institutions/agencies.

2.3. Statistical analysis

The data analysis was carried out in two stages: the instrument testing, and the hypotheses testing. The SPSS (Statistical Package for Social Science) software version 25.0, was used for instrument testing [14]. While the hypotheses testing was used the SEM-PLS (Structural Equation Modeling - Partial Least Square) method with the SmartPLS version 3.2.8 software. The PLS analysis is carried out in two stages, namely the Evaluation of the Measurement Model (External Model), and the Structural Model Evaluation (Inner Model). The external model is used to obtain the validity and reliability of the research construct, while the inner model is used to answer the hypotheses. Hypotheses testing of the bootstrap procedure was used to obtain the t-statistic value for each path relationship. Furthermore, the t-statistic value was compared with the t-table value using a 95% confidence level ($\alpha = 0.05$). If the t-statistic > t-table, the hypothesis is accepted, and vice versa [15].

3. Results and Discussion

3.1. Statistical analysis

A total of 40 respondents returned the questionnaire (100%), and all questionnaires could be processed data. Furthermore, validity and reliability tests were carried out to ensure all statements in the questionnaire were valid and reliable [15]. The data validity test results shown that there were four not-valid statements in the questionnaire: three statements on the commitment variable, and one statement

on the communication variable. These statements are eliminated so that the data can be processed. The validity test results after data eliminated are shown in Table 1.

Table 1. Variable validity test results

Variable	Code	Indicator	r-statistic	r-table	Conclusion
Commitment	COMIT1	Affective	0.570	0.312	Valid
	COMIT2	Avoiding opportunists	0.445	0.312	Valid
	COMIT3	Normative	0.353	0.312	Valid
	COMIT4	Continuous improvement	0.596	0.312	Valid
	COMIT5	Goal oriented	0.509	0.312	Valid
	COMIT6	Confidence	0.565	0.312	Valid
Communication	COMUN1	Language	0.626	0.312	Valid
	COMUN2	Clarity of message content	0.778	0.312	Valid
	COMUN3	Communication frequency	0.607	0.312	Valid
	COMUN4	Decision without pressure	0.812	0.312	Valid
	COMUN5	Communication honesty	0.735	0.312	Valid
Supply Chain Performance	SCPER1	Smoothness of goods	0.473	0.312	Valid
	SCPER2	Smoothness of money	0.612	0.312	Valid
	SCPER3	Smoothness of information	0.726	0.312	Valid

Meanwhile, the reliability test results show that the Cronbach Alpha value for the three variables is > 0.6 , as shown in Table 2. According to [14], if the Cronbach Alpha value > 0.6 then the questionnaire used is reliable.

Table 2. Variable reliability test results

Variable	Cronbach Alpha		Conclusion
Commitment	0.749	> 0.6	Reliable
Communication	0.760	> 0.6	Reliable
Supply Chain Performance	0.753	> 0.6	Reliable

3.2. Evaluation of measurement model (outer model)

The evaluation of the measurement model aims to ensure that each indicator that describes the construct-variable (latent) is valid. The indicator is considered valid if the loading factor value is > 0.70 [16]. The results of the convergent validity test show that the loading factor value of several indicators is < 0.70 , as shown in Table 3. These indicators must be dropped so that the research model can be used for further analysis.

Table 3. Convergen validity test results

Code	Latent Variable (Konstruk)		
	Commitment	Communication	Supply Chain Performance
COMIT1	0.742	0.605	0.434
COMIT2	0.795	0.556	0.628
COMIT3	0.375*	0.312	0.043
COMIT4	0.817	0.695	0.645
COMIT5	0.769	0.628	0.696
COMIT6	0.569*	0.747	0.404
COMUN1	0.569	0.747	0.404
COMUN2	0.680	0.855	0.505
COMUN3	0.439	0.630*	0.507
COMUN4	0.871	0.906	0.669
COMUN5	0.821	0.828	0.573
SCPER1	0.530	0.463	0.852
SCPER2	0.680	0.526	0.889
SCPER3	0.717	0.598	0.851

* = Loading factor value of construct < 0.70

Next, the construct reliability test was carried out. A construct is considered reliable if it has Composite Reliability and Cronbach Alpha values are > 0.60, and Avarage Variance Extracted (AVE) values are > 0.50 [15]. The analysis results show that all constructs are reliable because they meet the required standard values, as shown in Table 4.

Table 4. Construct reliability test results

Indicator	Commitment	Communication	Supply Chain Performance
Composite reliability	0.886	0.909	0.899
Cronbach Alpha	0.829	0.869	0.831
AVE	0.660	0.714	0.747

3.3. Evaluation of structural model (inner model)

Evaluation of the structural model is done by looking at the coefficient of determination (R^2), t-statistic, and P-value. The R^2 value is needed to measure how much the dependent variable (endogen construct) can explain the independent variable (exogen construct). The model is declared strong if the R^2 value is 0.75, moderate (0.50), and weak (0.25). Meanwhile, t-statistic and P-value were used to test the hypothesis. The hypothesis is accepted if the t-statistic > t-table and P-value > 0.05 [14]. The results of the determination coefficient test show that the R^2 value of commitment and communication, respectively > 0.6 (strong), as shown in Table 5.

Table 5. R-square (R^2) analysis results

Variable	R-square
Commitment	-
Communication	0.652
Supply Chain Performance	0.623

Table 5 also shows that the commitment variable is able to explain the variance that occurs in communication by 0.652 or 65.2%. The rest (34.8%) is explained by other factors not included in this

model. The commitment and communication variables are able to explain the variance that occurs in supply chain performance by 0.623 or 62.3%. The rest (37.7%) is explained by other factors not included in this research model.

Furthermore, path coefficient analysis was conducted to measure the magnitude of the direct and indirect effect of the commitment variable on the marine fish supply chain performance through communication. The full analysis of the PLS model produces a structural model output as illustrated in Figure 3.

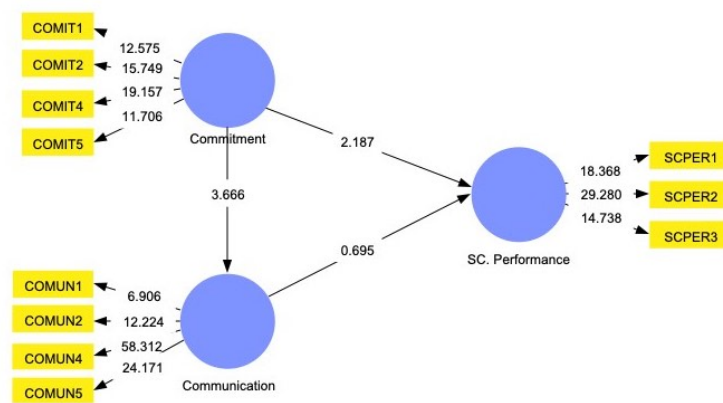


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14 Desember 2021 pukul 11.00

Thank you so much for the great news!

[Kutipan teks disembunyikan]

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