

TITLE	CAUSAL FACTORS OF THE PARTNER RELATIONSHIP AND SUPPLY CHAIN AFFECTING SUPPLY CHAIN PERFORMANCE AND CUSTOMER SERVICE MATURITY LEVEL IN AIR CONDITIONER MANUFACTURING INDUSTRY
KEY WORDS	PARTNER RELATIONSHIP/ SUPPLY CHAIN AND PARTNER/ SUPPLY CHAIN PLANNING/ SUPPLY CHAIN PERFORMANCE MANAGEMENT/ CUSTOMER SERVICE MATURITY LEVEL
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ABSTRACT

The objectives of this study were 1. To study the causal factors of the partner and the supply chain relationships that affecting the supply chain performance management and the customer service maturity level in air conditioner manufacturing industry. 2. To study the influence causal factors of the partner and the supply chain relationships that affecting the supply chain performance management and the customer service maturity level and in air conditioner manufacturing industry and 3. To develop a model the causal factors of the partner and the supply chain relationships that affecting the supply chain performance management and the customer service maturity level in air conditioner manufacturing industry. This is a mixed method research. The research samples are 660 persons in air conditioner manufacturing industry and their partners. This research samples are calculated according to the statistical techniques of Structural Equation Modeling (SEM). The research tools were questionnaires and in-depth interview. The

statistical analysis were frequency, percentage, mean, standard deviation, Pearson coefficient and goodness of fit index.

The results were found that the supply chain relationship factors, the partners and the groups of supply and partners, the relationship of supply chains, the supply chain planning factors and the supply chain performance management had a direct positive influence on the customer service maturity levels. Then, all 6 harmonious index that met the acceptance criteria and were based on the research hypothesis.