ABSTRACT

This research is used to analyze the success factors/success of the partnership between BTN and Subsidized Developers who are in the working area of the Semarang Branch Office. Another aspect that is analyzed in this research is the aspect and indicator of the assessment of the partnership relationship between BTN and the Subsidized Developers. This research also develops a soft model of partnership strategy between BTN and Subsidized Developers. With the aim of creating mutually beneficial and sustainable partnership relationships.

The method used in this study is a qualitative method by incorporating the theory of push-pull-mooring factors to explain the influence between variables, of course, to build a soft model of partnership between BTN and Subsidized Developers. The interview technique was carried out on the research subject, namely the informants were divided into 2 (two) categories, namely 4 Subsidized Developer informants, 3 informants from Bank BTN Semarang Branch Office employees.

The results of the study show that there are 14 factors that play a role in building partnerships between BTN and Subsidized Developers, which are divided into 4 push factors and 10 pull factors. Based on the factors that were found, it was explained that a mutually beneficial and sustainable partnership relationship between BTN and Subsidized Developers could develop a soft partnership model that explained the direction of the relationship between the factors found.

Keywords: *success factors, partnerships, assessment aspects and indicators, soft partnership strategy models, qualitative methods, push-pull-mooring factors.*

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