

## **ABSTRACT**

*Indonesia has the highest consumption of fresh milk compared to other ASEAN countries such as Thailand, Philippines and Malaysia. The increase in milk consumption must be balanced with the standardisation of the quality of fresh milk products. To implement this, an integrated information delivery is needed. Information technology in the dairy farming sector aims to exchange information related to the quality of fresh milk products. This study aims to determine the relationship of milk supply chain collaboration that causes food loss in information exchange at the supply chain stage of fresh milk in Banyumas. The method used is quantitative method with statistical test is Structural Equation Modelling (SEM) test. This study involved 46 dairy farmer respondents in the Banyumas area. Data collection techniques by conducting observations, interviews and distributing questionnaires with attributes such as Production, Harvesting, Inventory, Communication. The results of research with SEM analysis obtained an R-Square value of 39%. This is included in the moderate or moderate category. As for hypothesis testing of the four variables,  $H_0$  is accepted while  $H_1$  is rejected because the t-statistic value is smaller than the minimum requirement and the p-values are greater.*

**Keywords:** *Food loss, Fresh milk, Information exchange, SEM, and Supply Chain.*