

ABSTRAK

Sherly Sanfransiska (01804220008)

PENGARUH ALIANSI TERHADAP FAKTOR KETANGKASAN, ADAPTASI, KETAHANAN DAN KINERJA RANTAI PASOKAN DALAM INDUSTRY OTOMOTIF DENGAN TRANSFORMATIONAL DIGITAL SEBAGAI MODERATOR .

(xviii + 133 halaman; 9 gambar; 35 tabel; 7 lampiran)

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh aliansi terhadap faktor ketangkasan, adaptasi, ketahanan dan kinerja rantai pasokan dalam industri otomotif dengan transformational digital sebagai moderator. Penelitian ini dilakukan di area Jakarta dan Tangerang dengan menggunakan survei kepada 167 *supply chain director, manager* dan *supervisor*. Data dikumpulkan dengan menggunakan 45 indikator dalam kuesioner yang diukur dengan skala Likert 1-5 dan didistribusikan dengan *purposive convenience sampling method*. Metode ini dipilih karena memungkinkan penulis untuk memilih sampel berdasarkan kriteria tertentu. Penelitian ini dilakukan di industri otomotif . Analisis dalam menggunakan penelitian ini menggunakan *Structural Equation Modelling (SEM) - Partially Least Squares (PLS)* dengan *software SmartPLS* versi 4.0. Hasil penelitian menunjukkan bahwa variabel kemampuan manajemen aliansi / *Alliance Management Capability (AMC)* mempunyai pengaruh dan mendukung terhadap ketangkasan rantai pasokan / *Supply Chain Agility (SCA)*, kemampuan beradaptasi rantai pasokan / *Supply Chain Adaptability (SCAA)* , ketahanan rantai pasokan / *Supply Chain Resilience (SCR)* dan kinerja rantai pasokan / *Supply Chain Performance (SCP)* . Sedangkan untuk variabel moderasi hasil penelitian menunjukkan bahwa transformasi digital / *Digital Transformation (DT)* mendukung sebagai variabel mediasi . Mengingat lingkup penelitian yang terbatas pada industri otomotif di area Jakarta dan Tangerang, hasil penelitian ini tidak untuk digeneralisasikan. Perlu dilakukan penelitian sejenis di industri yang lain.

Reference : 170

Kata Kunci : Kemampuan Manajemen Aliansi , Ketangkasan Rantai Pasokan, Kemampuan Beradaptasi Rantai Pasokan , Ketahanan Rantai Pasokan , Kinerja Rantai Pasokan dan Transformasi Digital.

ABSTRAK

Sherly Sanfransiska (01804220008)

THE INFLUENCE OF THE ALLIANCE ON THE FACTORS OF AGILITY, ADAPTATION, RESILIENCE AND SUPPLY CHAIN PERFORMANCE IN THE AUTOMOTIVE INDUSTRY WITH DIGITAL TRANSFORMATIONAL AS A MODERATOR.

(xviii + 133 page; 9 picture ; 35 table; 7 attachment)

The purpose of this study is to know the influence of the alliance on the factors of agility, adaptation, resilience and supply chain performance in the automotive industry with digital transformation as a moderator. This research was conducted in the Jakarta and Tangerang areas using a survey of 167 supply chain directors, managers and supervisors. Data was collected using 45 indicators in a questionnaire which were measured on a 1-5 Likert scale and distributed using a purposive convenience sampling method. This method was chosen because it allows the author to select samples based on certain criteria. This research was conducted in the automotive industry . Analysis in using this research uses Structural Equation Modeling (SEM) on Partially Least Squares (PLS) with SmartPLS software version 4.0. The results of the research show that the Alliance Management Capability (AMC) variable has an influence and supports supply chain agility (SCA), supply chain adaptability (SCAA), supply chain resilience (SCR) and supply chain performance (SCP). Meanwhile, for the moderating variable, the research results show that digital transformation (DT) supports it as a mediating variable. Considering that the research scope is limited to the automotive industry in the Jakarta and Tangerang areas, the results of this research cannot be generalized. Similar research needs to be carried out in other industries.

Reference : 170

Keyword : Alliance Management Capability, Supply Chain Agility, Supply Chain Adaptability, Supply Chain Resilience, Supply Chain Performance and Digital Transformation.