

## ABSTRAK

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**PENGARUH *AI READINESS*, *PERCEIVED OF USEFULNESS*,  
*PERCEIVED EASE OF USE*, *BEHAVIORAL INTENTION* DAN *SUPPLY  
CHAIN VISIBILITY* TERHADAP KINERJA RANTAI PASOKAN  
MELALUI *SUPPLY CHAIN RESILIENCE***

( xi + 98 halaman; 5 gambar; 23 tabel; 6 lampiran)

Penelitian ini menganalisis pengaruh *AI Readiness*, *Perceived of Usefulness*, *Perceived Ease of Use*, *Behavioral Intention*, dan *Supply Chain Visibility* terhadap Kinerja Rantai Pasokan, dengan *Supply Chain Resilience* sebagai variabel mediasi. Hasil penelitian menunjukkan bahwa *AI Readiness* berpengaruh positif terhadap Kinerja Rantai Pasokan, menyoroti pentingnya kesiapan teknologi dalam adopsi kecerdasan buatan. Selain itu, *Supply Chain Visibility* berpengaruh signifikan terhadap *Supply Chain Resilience*, yang pada gilirannya meningkatkan kinerja rantai pasokan. Sebaliknya, *Perceived of Usefulness*, *Perceived Ease of Use*, dan *Behavioral Intention* tidak berpengaruh signifikan terhadap kinerja rantai pasokan. Temuan ini menekankan pentingnya kesiapan teknologi, visibilitas, dan ketahanan rantai pasokan dalam meningkatkan kinerja dan daya saing perusahaan, serta memberikan wawasan strategis untuk perusahaan dalam mengoptimalkan operasionalnya.

Referensi : 28

Kata Kunci : *AI Readiness*, *Perceived of Usefulness*, *Perceived Ease of Use*, *Behavioral Intention*, *Supply Chain Visibility*, *Supply Chain Resilience*, *Kinerja Rantai Pasokan*

## **ABSTRACT**

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***THE INFLUENCE OF AI READINESS, PERCEIVED OF USEFULNESS, PERCEIVED EASE OF USE, BEHAVIORAL INTENTION, AND SUPPLY CHAIN VISIBILITY ON SUPPLY CHAIN PERFORMANCE THROUGH SUPPLY CHAIN RESILIENCE***

*(xi + 98 pages; 5 figures; 23 tables; 6 appendice)*

*This study analyzes the impact of AI Readiness, Perceived of Usefulness, Perceived Ease of Use, Behavioral Intention, and Supply Chain Visibility on Supply Chain Performance, with Supply Chain Resilience as a mediating variable. The results indicate that AI Readiness has a positive impact on Supply Chain Performance, highlighting the importance of technological readiness in adopting artificial intelligence. Additionally, Supply Chain Visibility significantly affects Supply Chain Resilience, which in turn enhances supply chain performance. In contrast, Perceived of Usefulness, Perceived Ease of Use, and Behavioral Intention do not significantly influence supply chain performance. These findings emphasize the importance of technological readiness, visibility, and Supply Chain Resilience in improving performance and competitiveness, providing strategic insights for companies to optimize their operations.*

*Reference : 28*

*Keywords : AI Readiness, Perceived of Usefulness, Perceived Ease of Use, Behavioral Intention, Supply Chain Visibility, Supply Chain Resilience, Supply Chain Performance*