

ABSTRAK

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“PENGARUH *SUPPLY CHAIN MANAGEMENT*, *ORGANIZATIONAL CULTURE* DAN *ORGANIZATIONAL INNOVATION* TERHADAP *ORGANIZATIONAL PERFORMANCE* DENGAN *COMPETITIVE ADVANTAGE* SEBAGAI MEDIASI PADA PT. XYZ”

(XVI + 148 pages: 20 tabel; 4 gambar; 3 Lampiran)

Era digitalisasi membawa perubahan besar pada berbagai aspek bisnis sehingga sangat diperlukan jasa telekomunikasi untuk menunjang hampir seluruh proses bisnis yang ada. Penelitian ini bertujuan untuk menguji pengaruh dari *supply chain management*, *organizational culture* dan *organizational innovation* terhadap *organizational performance* dengan *competitive advantage* sebagai mediasi pada PT. XYZ. Penelitian dilakukan secara kuantitatif pada 512 karyawan yang bekerja pada PT. XYZ. Analisa yang digunakan pada penelitian ini adalah *partial least square structural equation modelling*. Hasil penelitian menunjukkan bahwa *supply chain management*, *organizational culture*, *organizational innovation*, *competitive advantage*, serta beberapa jalur mediasi melalui *competitive advantage* secara signifikan berpengaruh terhadap *organizational performance*. Begitu juga dengan mediasi *competitive advantage* pada pengaruh dari *supply chain management* terhadap *organizational performance*. Namun *competitive advantage* tidak dapat memediasi pengaruh dari *supply chain management*, *organizational culture* dan *organizational innovation*.

Kata Kunci : Manajemen Rantai Pasokan, Budaya Organisasi, Inovasi Organisasi, Keunggulan Kompetitif, Kinerja Organisasi

Referensi : 137 (1993-2025)

ABSTRACT

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"THE INFLUENCE OF SUPPLY CHAIN MANAGEMENT, ORGANIZATIONAL CULTURE AND ORGANIZATIONAL INNOVATION ON ORGANIZATIONAL PERFORMANCE WITH COMPETITIVE ADVANTAGE AS A MEDIATOR AT PT. XYZ"

(XVI + 148 pages; 20 tables; 4 pictures; 3 attachments)

The digitalization era brings major changes to various aspects of business so that telecommunication services are needed to support almost all existing business processes. This study aims to test the effect of supply chain management, organizational culture and organizational innovation on organizational performance with competitive advantage as a mediator at PT. XYZ. The study was conducted quantitatively on 512 employees working at PT. XYZ. The analysis used in this study is partial least square structural equation modeling. The results of the study indicate that supply chain management, organizational culture, organizational innovation, competitive advantage, and several mediation pathways through competitive advantage significantly affect organizational performance. Likewise with the mediation of competitive advantage on the influence of supply chain management on organizational performance. However, competitive advantage cannot mediate the influence of supply chain management, organizational culture and organizational innovation.

Keywords: Supply Chain Management, Organizational Culture, Organizational Innovation, Competitive Advantage, Organizational Performance

References: 137 (1993-2025)