

Penentuan prioritas kapabilitas fungsional perusahaan produsen komponen mobil dalam pengembangan strategi manufaktur =
Determining priority of functional capabilities of automobile parts manufacturer in manufacturing strategy development

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Abstrak

Penelitian ini membahas tentang analisis hubungan antara kapabilitas fungsional dan strategi manufaktur pada perusahaan produsen komponen mobil. Variabel independen yang digunakan dalam penelitian ini adalah kapabilitas fungsional General Administration, Production/Operation, Engineering and R&D, Marketing, Finance, Personnel/Human Resource, dan Public and Governmental Relation. Sedangkan variabel dependennya adalah strategi manufaktur, yang terdiri dari empat variabel, yaitu Strategi Flexibility, Delivery, Quality, dan Cost. Penelitian ini menggunakan metode analisis regresi berganda. Observasi dilakukan dengan menyebarkan kuesioner ke 32 perusahaan produsen komponen mobil di Jabodetabek. Hasil penelitian menunjukkan bahwa kapabilitas fungsional yang signifikan berpengaruh terhadap strategi flexibility adalah Production/Operations, Finance, dan Public and Government Relation, kapabilitas fungsional yang signifikan berpengaruh terhadap strategi delivery adalah production/operations, kapabilitas fungsional yang signifikan berpengaruh terhadap strategi quality adalah Production/Operations, Engineering and R&D, dan Human Resources, dan kapabilitas fungsional yang signifikan berpengaruh terhadap strategi cost adalah General Administration, Production/Operations, Engineering and R&D, dan Marketing.

This research is about relationship analysis of functional capabilities and manufacturing strategy in automobile parts manufacturer. The independent variables in this research are functional capabilities of General Administration, Production/Operation, Engineering and R&D, Marketing, Finance, Personnel/Human Resource, and Public & Governmental Relation. The dependent variable in this research is manufacturing strategy which consists of four types variables, which are Flexibility, Delivery, Quality, and Cost. This research uses multiple regression analysis as the statistical and analysis method. The observation is conducted by deploying the questionnaire to 32 automobile parts manufacturers in Jabodetabek. The result of this research shows that Flexibility Strategy is significantly influenced by functional capabilities of Production/Operations, Finance, and Public and Government Relations, Delivery Strategy is significantly influenced by functional capabilities of Production/Operation, Quality Strategy is significantly influenced by functional capabilities of Production/Operations, Engineering and R&D, and Human Resource, and Cost Strategy is significantly influenced by functional capabilities of General Administration, Production/Operations, Engineering and R&D, and Marketing.