

Penentuan prioritas kapabilitas manufaktur pada lingkungan bisnis di produsen komponen otomotif mobil = Priority determination of manufacturing capabilities for business environment in automobile component manufacturers

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Abstrak

Penelitian ini membahas tentang bagaimana hubungan kapabilitas manufaktur di berbagai perusahaan komponen mobil dapat berpengaruh terhadap kinerja manufaktur dan sejauh mana hubungan itu dapat terjadi jika berada pada keadaan lingkungan bisnis tertentu dengan penentuan prioritas masing-masing kapabilitas manufaktur. Pengambilan sampel perusahaan dilakukan dengan cara menggunakan data primer dengan menyebarkan kuesioner ke 23 perusahaan penghasil komponen mobil yang ada di daerah industri sekitar area Jabodetabek.

Kinerja manufaktur yang digunakan adalah biaya, pengiriman barang, fleksibilitas perusahaan, dan kualitas, sementara untuk kinerjanya disesuaikan dengan masing-masing kapabilitas tersebut. Pembagian lingkungan dibedakan atas lingkungan eksternal perusahaan yang dinamis, mengancam, dan kompleks. Dengan menggunakan analisis regresi berganda didapatkan bahwa semua kapabilitas biaya, pengiriman barang, fleksibilitas dan kualitas mempengaruhi kinerja perusahaan, tetapi ketika perusahaan tersebut berada dalam suatu lingkungan tertentu, elemen-elemen kapabilitas yang mempengaruhi kinerja pun turut berubah.

.....This study discusses how the relationships of manufacturing capabilities in the various car components companies can influence its performance and the extent of that relationship that can be occurred when in a state of a particular business environment by determining priority of manufacturing capability each of environment situation that can be happened. Sampling was done by using the company's primary data by spreading the questionnaires to 23 various companies producing car components in industrial area around Jabodetabek.

Manufacturing capabilities that using in this study are cost, delivery, flexibility, and conformance quality, while its performance is adjusted with each of these capabilities. Environment is categorized based on firm's external environment such as dynamism, hostility, and complexity. By using multiple regression analysis, the researcher got the relationship between all capabilities (e.g. cost, delivery, flexibility and conformance quality) were affecting the performance, but when the company is located in a sort of certain environment, the capabilities' elements related to the performance were also changed.