

Pengaruh kriteria pemilihan mitra terhadap kinerja perusahaan melalui kolaborasi rantai pasok dan keunggulan kolaboratif: Kajian empiris perusahaan penyedia jasa logistik di Indonesia = The Effect of partner selection criteria on firm performance through supply chain collaboration and collaborative advantage: Empirical study of logistics service provider companies in Indonesia

Hally Hanafiah, author

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Abstrak

ABSTRAK

Kolaborasi rantai pasok telah banyak dilakukan namun tingkat ketidakstabilan dan kegagalan masih tinggi. Salah satu faktornya adalah pemilihan mitra, di mana penelitian tentang hal ini masih sangat terbatas. Kurangnya literatur tentang pemilihan mitra merupakan dorongan untuk menguji pengaruh kriteria pemilihan mitra terhadap keberhasilan kolaborasi. Studi sebelumnya sebagian besar masih terbatas pada dua kelompok kriteria: the notion of task related motivation dan partner-related consideration. Karena penelitian ini berfokus pada kolaborasi rantai pasok di mana terjadi proses berbagi informasi dan risiko, maka penelitian ini akan mempergunakan kriteria partner technology competence dan partner supply chain risk. Tujuan dari studi ini adalah menguji dan menentukan kriteria mitra dominan dalam pemilihan mitra guna menjamin kinerja perusahaan melalui kolaborasi rantai pasok serta keunggulan kolaboratif. Studi empiris ini merupakan penelitian kuantitatif melalui Structural Equation Model (SEM) dengan 151 sampel. Hasil penelitian menunjukkan bahwa kinerja perusahaan (firm performance) penyedia layanan logistik yang terlibat dalam kolaborasi yang dinilai dari kepuasan pelanggan sangat dipengaruhi oleh terbentuknya keunggulan kolaboratif (collaborative advantage) dalam bentuk fleksibilitas penawaran layanan logistik. Keuntungan kolaboratif tersebut sangat dipengaruhi oleh kegiatan kolaborasi rantai pasok (supply chain collaboration) dalam bentuk sinkronisasi keputusan yang terjadi selama kolaborasi. Sinkronisasi keputusan diantara mitra kolaborasi ini sangat ditentukan oleh dua kriteria primer berupa kesesuaian organisasional (partner compatability) dalam bentuk pengalaman kolaborasi sebelumnya serta sumber daya yang saling melengkapi (partner complementary) dalam bentuk kemampuan operasional logistik yang dimiliki oleh mitra kolaborasi. Komitmen waktu dari anggota rantai pasok (partner commitment) yang memperkuat kesesuaian organisasional di antara mitra serta kompetensi pemanfaatan teknologi informasi (partner technology competence) yang dapat meningkatkan kapabilitas operasional logistik merupakan dua kriteria sekunder yang dipilih dalam proses pemilihan mitra kolaborasi. Sedangkan kriteria risiko rantai pasok mitra (partner supply chain risk) terbukti tidak memiliki pengaruh atau tidak dipertimbangkan dalam pemilihan mitra.

ABSTRACT

Supply chain collaboration has been widely practiced but the level of instability and failure was still high. One of the factors is the selection of partners, where research on this subject is still very limited. The lack of literature on the selection of partners is an impetus to examine the effect of partner selection criteria on the success of collaboration. The previous study of selection partner is largely limited to two sets of major

criteria: the notion of task related motivation and partner-related consideration. Because this research focuses on supply chain collaboration where information sharing and risk processes occur, this study will use the criteria of partner technology competence and partner supply chain risk have become a determining factor for successful collaboration. The objective of this study will examine the criteria of partners that are the dominant factors in the selection of partners to improve the firm performance through supply chain collaboration. This research will also examine the contribution of supply chain collaboration to firm performance through collaborative advantages. This is quantitative research through descriptive analysis, measurement models, structural models using Structural Equation Model (SEM) with using 6-likert scale. The samples were 151 service provider's logistics company in export and import activities in Indonesia. The results showed that the firm performance of logistics service provider that involved in collaboration assessed from customer satisfaction was strongly influenced by the formation of collaborative advantages in the form of offering flexibility. Collaborative advantage is strongly influenced by the decisions synchronization that occur in supply chain collaboration activities. Decisions synchronization is largely determined by the primary criteria in the form of organizational fit in the form of collaboration experiences and reputation obtained from complementary resources in the form of logistical operational capabilities that are owned by potential collaborative partners. Time commitment from the members of the supply chain that strengthens organizational fit among partners and the competency of information technology utilization that can enlarge logistical operational capabilities is the second criterion that logistical service providers receive in the selection of collaborative partners. However, the partner supply chain risk criteria proved to have no influence or were not considered by logistics service companies in selecting partners.