

Faktor Penting Bagi Perusahaan Pemasok Komponen Indonesia Pada Era Transisi Kendaraan Listrik (EV) = Important Factors for Indonesian Component Supplier Companies in the Electric Vehicle (EV) Transition Era

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Abstrak

Popularitas mobil listrik meningkat signifikan dan mengganggu industri otomotif Indonesia terutama perusahaan pemasok komponen otomotif. Industri bergeser ke arah mobil listrik, memerlukan analisis perubahan untuk transisi. Oleh karena itu, diperlukan upaya untuk menganalisis perubahan potensial yang diperlukan oleh industri otomotif Indonesia saat ini untuk menyesuaikan diri dengan transisi ke mobil listrik. Studi ini melakukan survei terhadap produsen mobil dan pemasok komponen, menganalisis persepsi mereka, dan menilai pentingnya pasar mobil listrik. Data dikumpulkan via survei daring dan luring, dianalisis dengan statistik deskriptif, ANOVA, faktor konfirmatori, dan kluster. Penelitian menggunakan pairwise comparison antara sembilan faktor melalui wawancara tujuh responden ahli pemasok komponen otomotif di Indonesia. Responden dipilih berdasarkan keahlian dan pengalaman mereka. Hasil menunjukkan penetrasi pasar mobil listrik bergantung pada keputusan strategis dan koordinasi stakeholder. Riset, pengembangan, modifikasi peralatan, dan rantai pasokan efisien diperlukan. Kolaborasi erat antara pemasok komponen dan produsen mobil penting. Regulasi, infrastruktur mobil listrik, dan partnership kunci dalam menghadapi transisi ini.

.....The popularity of electric cars has significantly increased and disrupted the automotive industry in Indonesia, particularly automotive component suppliers. The industry is shifting towards electric vehicles, necessitating an analysis of potential changes required for Indonesia's automotive industry to adapt to this transition. This study surveyed car manufacturers and component suppliers, analyzed their perceptions, and assessed the importance of the electric car market. Data were collected through online and offline surveys, analyzed using descriptive statistics, ANOVA, confirmatory factor analysis, and cluster analysis. The research employed pairwise comparison among nine factors through structured interviews with seven expert respondents from the automotive component industry in Indonesia, chosen based on their expertise and experience. The results indicate that the successful penetration of the electric car market depends on strategic decisions and stakeholder coordination. Research, development, equipment modifications, and efficient supply chains are necessary. Close collaboration between component suppliers and car manufacturers is crucial. Regulation, electric vehicle infrastructure, and partnerships are key factors in addressing this transition.