

**STRATEGI *DESIGN THINKING* UNTUK MENINGKATKAN
KINERJA BISNIS PERUSAHAAN LOGISTIK KURIR
DI INDONESIA**

DISERTASI

Diajukan untuk memenuhi Persyaratan memperoleh Gelar Doktor
pada Program Studi S3/Doktor Manajemen



Oleh

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**STRATEGI *DESIGN THINKING* UNTUK MENINGKATKAN
KINERJA BISNIS PERUSAHAAN LOGISTIK KURIR
DI INDONESIA**

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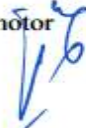
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LEMBAR PERSETUJUAN
STRATEGI *DESIGN THINKING* UNTUK MENINGKATKAN KINERJA
BISNIS PERUSAHAAN LOGISTIK KURIR
DI INDONESIA

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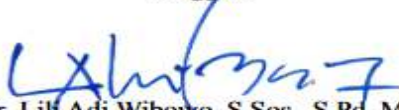
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STRATEGI *DESIGN THINKING* UNTUK MENINGKATKAN KINERJA BISNIS PERUSAHAAN LOGISTIK KURIR DI INDONESIA

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ABSTRAK

Perkembangan perusahaan logistik kurir di Indonesia semakin meningkat, faktor utama yang mendorong perkembangan tersebut adalah adanya peluang yang besar yang diperoleh dari banyaknya konsumen yang menggunakan jasa perusahaan logistik kurir. Namun jika ditinjau dari kemampuan dari perusahaan logistik kurir di Indonesia untuk mempertahankan kinerjanya yang bisa dilihat dari kecukupan infrastruktur yang belum optimal, perusahaan logistik kurir di Indonesia banyak mengalami berbagai hambatan yang berakibat pada kinerja perusahaan yang fluktuatif bahkan ada kecenderungan turun. Tujuan dari penelitian ini untuk mendapatkan gambaran bagaimana pengaruh *dynamic environment*, *dynamic capability*, strategi *design thinking*, program *partnership*, dan program *eco-innovation* dan kinerja bisnis perusahaan logistik kurir di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif, dengan jenis penelitian berupa *deskriptif explanatory survey* yang dilakukan dengan survei terhadap 65 perusahaan logistik kurir di Indonesia. Analisis data menggunakan statistika deskriptif dan statistika inferensial dengan menggunakan pendekatan model persamaan struktural. Hasil analisis deskriptif menunjukkan bahwa variabel *dynamic environment* terukur dalam kategori tinggi sedangkan variabel *dynamic capability*, strategi *design thinking*, program *partnership*, program *econ-innovatin* dan *business performance* terukur dalam kategori cukup tinggi. Dari hasil analisis dapat dikatakan bahwa model yang diajukan berimplikasi pada peningkatan kinerja secara positif dan signifikan. *Novelty* dari penelitian ini adalah ditemukannya model peningkatan kinerja bisnis perusahaan logistik kurir, serta pengujian empiris bahwa *dynamic environment* berpengaruh langsung terhadap *dynamic capability*, selanjutnya *dynamic capability* mempunyai pengaruh langsung terhadap strategi *design thinking* dimana strategi *design thinking* berpengaruh terhadap *business performance* melalui program *partnership* dan/atau program *eco-innovation*.

Kata kunci: *Kinerja bisnis, Logistik kurir, strategi Design Thinking*

DESIGN THINKING STRATEGY TO IMPROVE BUSINESS PERFORMANCE OF COURIER LOGISTICS COMPANIES IN INDONESIA

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ABSTRACT

Growth company courier logistics in Indonesia is increasing increase, factor main driving force development the is exists great opportunity to get from many consumers who use service company courier logistics. However If reviewed from ability from company courier logistics in Indonesia to maintain possible performance seen from adequacy infrastructure that has not been optimal, the company There are many courier logistics in Indonesia experience various resulting obstacles on performance fluctuating company even There is downward trend. Objective from this research to get description how influence dynamic environmen, dynamic capability, strategy design thinking, partnership programs , and eco-innovation programs and company's business performance courier logistics in Indonesia. This research uses approach quantitative, by type study form descriptive explanatory survey conducted by survey against 65 companies courier logistics in Indonesia. Data analysis using statistics descriptive And statistics inferential by using the equation modeling approach structural. Descriptive analysis results show that variable measurable dynamic environment in categories tall whereas variable dynamic capability, strategy design thinking, partnership program, eco- innovative program and business performance measured in categories Enough high. From the results of the analysis can said that the proposed model implicated on enhancement performance positively and significant. novelty from this research is improvement model found company's business performance courier logistics, as well testing empirical that dynamic environment direct effect on dynamic capability, next dynamic capability has direct influence on strategy design thinking where strategy influential design thinking to business performance through partnership programs and /or eco-innovation programs.

Keywords: Business performance, courier logistics, design thinking strategy

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