

LOGISTICS SERVICE INNOVATION SEBAGAI STRATEGI
UNTUK MENINGKATKAN KINERJA BISNIS PERUSAHAAN
KURIR DI INDONESIA

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
gelar Doktor Manajemen Konsentrasi Manajemen Strategi



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BANDUNG
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**LOGISTICS SERVICE INNOVATION SEBAGAI STRATEGI
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INDONESIA**

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Universitas Pendidikan Indonesia Bandung, 2024

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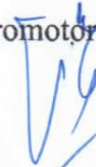
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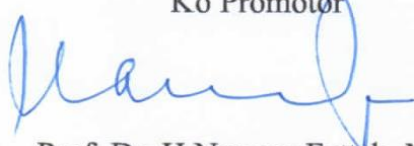
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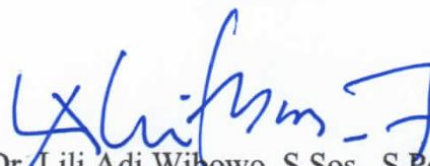
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ABSTRAK

Noneng Nurjanah. 1808737. *Logistics Service Innovation* sebagai Strategi untuk Meningkatkan Kinerja Bisnis Perusahaan Kurir di Indonesia. Disertasi Doktor Manajemen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia di bawah bimbingan Prof. Dr. Agus Rahayu, MP., Prof. Dr. H. Nanang Fattah, M.Pd., dan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.

Industri kurir menghadapi tantangan lingkungan yang dipengaruhi oleh perkembangan bisnis *e-commerce* menuntut kualitas layanan dan kehandalan yang tinggi dalam memenuhi permintaan konsumen. Perusahaan kurir dituntut untuk segera menyesuaikan strategi perusahaan agar mampu bertahan dalam kondisi pasar yang kompetitif. Tujuan penelitian ini adalah untuk menguji pengaruh *entrepreneurial orientation policies* dan *logistics service innovation* yang dipengaruhi oleh kemampuan internal (*dynamic logistics capability*) dan faktor eksternal (*environmental turbulence*) terhadap *business performance*. Penelitian ini menggunakan metode kuantitatif dalam bentuk survey. Populasi penelitian adalah perusahaan kurir yang merupakan anggota dari Asosiasi Perusahaan Jasa Pengiriman Ekspres, Pos, dan Logistik Indonesia (ASPERINDO), dengan sample penelitian sebanyak adalah 70 perusahaan. Pengujian menggunakan metode pengujian pada model *partial least square* (PLS) dengan menggunakan alat analisis data SmartPLS 3.9.2. Hasil penelitian menunjukkan terdapat pengaruh tidak langsung *entrepreneurial orientation policies* terhadap *business performance* melalui variabel *logistics service innovation*. *Entrepreneurial orientation policies* dan *logistics service innovation* dipengaruhi oleh *dynamic logistics capabilities* dan *environmental turbulence*. Hasil ini mengindikasikan bahwa terdapat hubungan *logistics service innovation* yang akan mempengaruhi pencapaian kinerja perusahaan kurir. Hasil penelitian juga mengindikasikan bahwa *dynamic logistics capabilities* mempengaruhi perusahaan dalam memformulasikan kebijakan-kebijakan yang berorientasi pada kewirausahaan, yang mana kebijakan tersebut berpengaruh pada *logistics service innovation*. Implikasi praktis dari hasil temuan penelitian ini dapat digunakan sebagai referensi dalam menyusun format *logistics service innovation* dalam rangka meningkatkan kinerja bisnis perusahaan kurir dengan berbasiskan pada *entrepreneurial orientation policies*, *dynamic logistics capabilities*, dan *environmental turbulence*. Penelitian ini dapat dijadikan rujukan oleh peneliti lain untuk memperdalam keilmuan dalam bidang manajemen strategik terutama kajian mengenai *logistics service innovation*, *entrepreneurial orientation policies*, *dynamic logistics capabilities*, dan *environmental turbulence*.

Keywords: *Logistics Service Innovation, Dynamic Logistics Capabilities, Business Performance, Entrepreneurial Orientation Policies, Resource Based View, Strategic Management.*

ABSTRACT

Noneng Nurjanah.1808737. *Logistics Service Innovation sebagai Strategi untuk Meningkatkan Kinerja Bisnis Perusahaan Kurir di Indonesia. Management Doctoral Dissertation, Postgraduate School of Universitas Pendidikan Indonesia under the supervision of Prof. Dr. Agus Rahayu, MP., Prof. Dr. H. Nanang Fattah, M.Pd., dan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.*

Courier companies face environmental challenges influenced by the development of e-commerce businesses, demanding high service quality and reliability to meet consumer demand. Courier companies must adjust strategies to survive in competitive market conditions immediately. This research examines the influence of entrepreneurial orientation policies and logistics service innovation, which are influenced by internal capabilities (dynamic logistic capabilities) and external factors (environmental turbulence) on business performance. This research uses quantitative methods in the form of a survey. The research population comprises courier companies that are members of the Association of Indonesian Express Delivery, Postal, and Logistics Services Companies (ASPERINDO), with a research sample of 70 companies. Testing uses the test method on the Partial Least Square (PLS) model using the SmartPLS 3.9.2 data analysis tool. The research results show an indirect influence of entrepreneurial orientation policies on business performance through the logistics service innovation variable. Dynamic logistics capabilities and environmental turbulence influence entrepreneurial orientation policies and logistics service innovation. These results indicate a relationship between logistics service innovation and the achievement of courier company performance. The research results also suggest that dynamic logistics capabilities influence companies in formulating entrepreneurship-oriented policies, where these policies affect logistics service innovation. The practical implications of the findings of this research can be used as a reference in developing a logistics service innovation format to improve the business performance of courier companies based on entrepreneurial orientation policies, dynamic logistics capabilities, and environmental turbulence. This research can be used as a reference by other researchers to deepen knowledge in strategic management, especially studies regarding logistics service innovation, entrepreneurial orientation policies, dynamic logistics capabilities, and environmental turbulence.

Keywords: *Logistics Service Innovation, Dynamic Logistics Capabilities, Business Performance, Entrepreneurial Orientation Policies, Resource Based View, Strategic Management*

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