

**MODEL LEAGILITY STRATEGY DAN SUPPLY CHAIN  
ADAPTIVE PROGRAM UNTUK MENINGKATKAN KINERJA  
PERUSAHAAN SPAREPART OTOMOTIF**



**DISERTASI**

Diajukan untuk memenuhi Sebagian syarat untuk memperoleh  
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***MODEL LEAGILITY STRATEGY DAN SUPPLY CHAIN ADAPTIVE  
PROGRAM UNTUK MENINGKATKAN KINERJA PERUSAHAAN  
SPAREPART OTOMOTIF***

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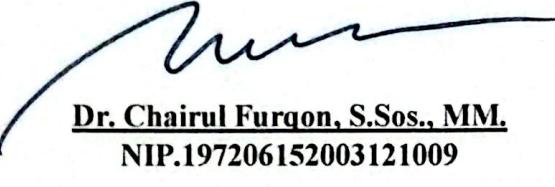
**LEMBAR PENGESAHAN**  
**MODEL LEAGILITY STRATEGY DAN SUPPLY CHAIN**  
**ADAPTIVE PROGRAM UNTUK MENINGKATKAN KINERJA**  
**PERUSAHAAN SPAREPART OTOMOTIF**

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## **ABSTRAK**

Miftakul Huda, 2208634. Model *Leagility Strategy* dan *Supply Chain Adaptive Program* untuk Meningkatkan Kinerja Perusahaan Sparepart Otomotif, dibawah bimbingan Prof. Prof. Dr. H. Agus Rahayu, M.P.; Dr. Chairul Furqon, S.Sos., MM.; Dr. H. Mokh Adib Sultan, ST., MT.

Industri otomotif di Indonesia menghadapi tantangan yang tidak mudah. Terutama perusahaan sparepart dan komponennya dalam persaingan bisnis saat ini, Hal ini berdampak kepada kinerja perusahaan menjadi fluktuatif. Persaingan bisnis pada saat ini, memacu perusahaan agar mampu menghasilkan produk berkualitas yang dibutuhkan oleh konsumen. Untuk memenangkan persaingan dan mencapai keberhasilan organisasi, diperlukan strategi yang tepat. Penelitian ini bertujuan untuk menguji pengaruh Mediasi Leagility Strategy dan Supply Chain Adaptive Program untuk Meningkatkan Kinerja Perusahaan Sparepart Otomotif. Penelitian ini menggunakan pendekatan kuantitatif dalam bentuk survey. Proses penentuan sampel dalam penelitian ini didasarkan pada pemenuhan persyaratan jumlah sampel minimum yang diperlukan dalam analisis menggunakan metode CB-SEM Structural Equation Modeling (SEM). Total sampel sebanyak 209 responden dan dianalisi lebih lanjut menggunakan CB-SEM AMOS 24. Hasil penelitian menunjukkan bahwa terdapat pengaruh tidak langsung market orientation dan quality management control capability terhadap kinerja perusahaan melalui dua variabel mediasi yaitu leagility strategy dan supply chain adaptive program. Dengan pendekatan integratif ini, model baru yang dihasilkan mempertegas bahwa kinerja perusahaan membutuhkan kerangka kerja yang holistik, mencakup Leagility Strategy dan Supply Chain Adaptive Program. Selain itu juga didapatkan indikasi bahwa leagility strategy mempengaruhi perusahaan dalam memformulasikan strategi perusahaan serta semakin baik market orientation dan quality management control capability di perusahaan maka akan berdampak langsung dalam formulasi strategi perusahaan. Penelitian ini dapat menjadi referensi untuk mengembangkan manajemen strategis, khususnya dalam meningkatkan kinerja perusahaan dengan memanfaatkan orientasi pasar dan meningkatkan kemampuan pengendalian manajemen mutu. Elemen-elemen tersebut sangat penting dalam merumuskan leagility startegy yang diimplementasikan melalui supply chain adaptive program.

Kata Kunci : *Market Orientation, quality management control capability, leagility strategy, supply chain adaptive program, Firm Performance*

## ***ABSTRACT***

Miftakul Huda, 2208634. *Model of Leagility Strategy and Supply Chain Adaptive Program to Improve the Performance of Automotive Spare Parts Company*, supervised by Prof. Prof. Dr. H. Agus Rahayu, M.P.; Dr. Chairul Furqon, S.Sos., MM.; Dr. H. Mokh Adib Sultan, ST., MT.

*The automotive industry in Indonesia faces challenges that are not easy. Especially spare parts and components companies in the current business competition, this has an impact on the company's performance to fluctuate. Business competition at this time, spurs the company to be able to produce quality products needed by consumers. To win the competition and achieve organizational success, the right strategy is needed. This study aims to examine the mediating effect of Leagility Strategy and Supply Chain Adaptive Program to Improve the Performance of Automotive Spare Parts Companies. This study uses a quantitative approach in the form of a survey. The sample selection process in this study is based on meeting the minimum sample size requirements needed for analysis using the CB-SEM Structural Equation Modeling (SEM) method. The total sample consisted of 209 respondents and was further analyzed using CB-SEM AMOS 24. The results of the study indicate that there is an indirect influence of market orientation and quality management control capability on company performance through two mediating variables, namely leagility strategy and supply chain adaptive program. With this integrative approach, the new model emphasizes that company performance requires a holistic framework, encompassing Leagility Strategy and Supply Chain Adaptive Program. Additionally, it was found that leagility strategy influences companies in formulating corporate strategies, and the better the market orientation and quality management control capability within a company, the more direct the impact on corporate strategy formulation. This research can serve as a reference for developing strategic management, particularly in enhancing company performance by leveraging market orientation and improving quality management control capabilities. These elements are crucial in formulating a leagility strategy implemented through a supply chain adaptive program..*

*Keywords:* Market Orientation, quality management control capability, leagility strategy, supply chain adaptive program, Firm Performance.

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