

**PENGARUH STRATEGI FLEKSIBILITAS DAN INOVASI
MODEL BISNIS TERHADAP KINERJA RANTAI PASOKAN
PADA PENYEDIA JASA LOGISTIK NASIONAL**

DISERTASI

Diajukan untuk Memenuhi sebagian syarat untuk
Memperoleh Gelar Doktor pada
Program Studi Doktor Manajemen Konsentrasi Manajemen Strategis



Oleh :
R. DUDI HENDRA FACHRUDIN
NIM: 1907415

FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2022

LEMBAR HAK CIPTA

**PENGARUH STRATEGI FLEKSIBILITAS DAN INOVASI MODEL
BISNIS TERHADAP KINERJA RANTAI PASOK PADA
PENYEDIA JASA LOGISTIK NASIONAL**

Oleh

R. Dudi Hendra Fachrudin

S.E., Universitas Terbuka, 1993

M.M., Universitas Padjadjaran, 1999

Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Doktor pada
Fakultas Pendidikan Ekonomi dan Bisnis

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Universitas Pendidikan Indonesia
Desember 2022

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R Dudi Hendra Fachrudin

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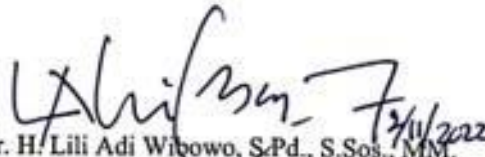
Promotor,



Prof. Dr. H. Agus Rahayu, MP.

NIP. 196206071987031002

KoPromotor,



Dr. H. Lili Adi Wibowo, S.Pd., S.Sos., MM.

NIP. 196904041999031001

Anggota Promotor,

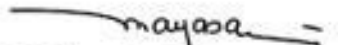


Dr. H. Mokh. Adib Sultan M.T.

NIP. 198103102009121002

Mengetahui,

Ketua Program Studi S2/S3 Manajemen



Dr. Maya Sari, SE, MM.

NIP. 197107052002012001

PERNYATAAN KEASLIAN DISERTASI DAN BEBAS PLAGIARISME

Saya yang bertanda tangan di bawah ini:

Nama : R Dudi Hendra Fachrudin

Tempat dan tanggal lahir : Bandung 30 Januari 1966

Program Studi : Doktor Manajemen

NIM : 1907415

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Bandung, 31 Oktober 2022

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R Dudi Hendra Fachrudin
NIM. 1907415

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Bandung, 31 Oktober 2022



R Dudi Hendra Fachrudin

NIM. 1907415

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ABSTRAK

PENGARUH STRATEGI FLEKSIBILITAS DAN INOVASI MODEL BISNIS TERHADAP KINERJA RANTAI PASOKAN PADA PENYEDIA JASA LOGISTIK NASIONAL

R. Dudi Hendra Fachrudin, NIM 1907415; Pengaruh Strategi Fleksibilitas dan Inovasi Model Bisnis terhadap Kinerja Rantai Pasokan pada Penyedia Jasa Logistik Nasional; Promotor: Prof. Dr. Agus Rahayu, M.P., Ko-Promotor: Dr. Lili Adi Wibowo S.Pd., S. Sos., M.M. dan Anggota: Dr. Mokh Adib Sultan, S.T., M.T.

Penelitian ini bertujuan untuk mengetahui pengaruh strategi fleksibilitas dan program inovasi model bisnis pada kinerja rantai pasokan di tengah lingkungan yang *brittle, anxious, non-linear* dan *incomprehensible* (BANI) akibat pandemi Covid-19. Metode penelitian dilakukan secara deskriptif-verifikatif dengan alat analisis IBM SPSS *Statistic* 26 dan SEM-AMOS 16.0. Unit analisis penelitian adalah praktisi penyedia jasa logistik 3PL anggota Asosiasi Logistik Indonesia (ALI). Teknik penarikan sampel dilakukan dengan *simple random sampling* terhadap 232 praktisi. Hasil penelitian menunjukkan capaian kinerja penyedia jasa 3PL cenderung tinggi. Secara empiris dari 14 hipotesis, 10 hipotesis diterima dan 4 hipotesis ditolak. Strategi fleksibilitas, inovasi model bisnis dan manajemen risiko rantai pasokan berpengaruh pada kinerja rantai pasokan. Inovasi model bisnis terbukti memediasi pengaruh orientasi kewirausahaan terhadap kinerja rantai pasokan. Manajemen risiko rantai pasokan memoderasi hubungan strategi fleksibilitas dan inovasi model bisnis terhadap kinerja rantai pasokan. Penyedia jasa logistik 3PL direkomendasikan melakukan inovasi model bisnis dan transformasi sistem operasi berbasis teknologi informasi pada masa pasca pandemi

Kata kunci: Inovasi Model Bisnis, Manajemen Risiko Rantai Pasokan, Orientasi Kewirausahaan, Strategi Fleksibilitas, Turbulensi Lingkungan.

ABSTRACT

THE EFFECT OF FLEXIBILITY STRATEGY AND BUSINESS MODEL INNOVATION ON SUPPLY CHAIN PERFORMANCE ON NATIONAL LOGISTICS SERVICE PROVIDERS

R. Dudi Hendra Fachrudin, NIM 1907415; The Influence of Business Model Flexibility and Innovation Strategy on Supply Chain Performance in National Logistics Service Providers; Promoter: Prof. Dr. Agus Rahayu, M.P., Co-Promoter: Dr. Lili Adi Wibowo S.Pd., S. Sos., M.M. and Members: Dr. Mokh Adib Sultan, S.T., M.T.

This study aims to determine the effect of flexibility strategies and business model innovation programs on supply chain performance in a brittle, anxious, non-linear and incomprehensible (BANI) environment due to the Covid-19 pandemic. The research method is descriptive-verify with IBM SPSS Statistic 26 and SEM-AMOS 16.0 analysis tools. The unit of research analysis is a practitioner of 3PL logistics service providers who are members of the Indonesian Logistics Association (ALI). The sampling technique was carried out by simple random sampling of 232 practitioners. The results of the study show that the performance of 3PL service providers tends to be high. Empirically from 14 hypotheses, 10 hypotheses are accepted and 4 hypotheses are rejected. Flexibility strategy, business model innovation and supply chain risk management have an effect on supply chain performance. Business model innovation is proven to mediate the effect of entrepreneurial orientation on supply chain performance. Supply chain risk management moderates the relationship of flexibility strategy and business model innovation to supply chain performance. 3PL logistics service providers are recommended to innovate business models and transform information technology-based operating systems in the post-pandemic period.

Keywords: Business Model Innovation, Supply Chain Risk Management, Entrepreneurial Orientation, Flexibility Strategy, Environmental Turbulence.

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