

KETIDAKPASTIAN LINGKUNGAN, INTEGRASI RANTAI PASOK, DAN KINERJA OPERASIONAL ORGANISASI: STUDI EMPIRIS DI INDONESIA

ABSTRAK

Penelitian ini mengintegrasikan teori berbasis sumber daya dan teori ketergantungan sumber daya dalam menjelaskan konsep integrasi rantai pasok. Secara konseptual, integrasi rantai pasok berdasarkan teori berbasis sumber daya diasumsikan sebagai bentuk pertukaran sumber daya antara internal organisasi fokal, pemasok dan konsumen. Selanjutnya, merujuk pada teori ketergantungan sumber daya diasumsikan bahwa ketidakpastian lingkungan mendorong organisasi fokal mengakuisisi sumber daya tidak hanya dari internal, pemasok dan konsumen, tetapi juga dari Penyedia Jasa Logistik (PJJ) agar dapat memperoleh kinerja operasional yang ekselen. Kedua teori ini mengasumsikan kepemilikan sumber daya antar organisasi pada jejaring rantai pasok sebagai dasar integrasi rantai pasok. Oleh karena itu, teori berbasis sumber daya diintegrasikan dengan teori ketergantungan sumber daya sebagai dasar integrasi pemasok, internal, konsumen, dan PJJ. Berdasarkan proses pengumpulan data diperoleh responden sebanyak 155 perusahaan manufaktur di Indonesia. Hasil analisis menunjukkan bahwa integrasi rantai pasok memberikan dampak positif bagi organisasi fokal dalam memitigasi ketidakpastian lingkungan melalui sinkronisasi proses, aktivitas, dan sumber daya. Namun, belum selarasnya proses pertukaran sumber daya dan perilaku oportunistik antara pemasok, internal, konsumen, dan PJJ membuat integrasi rantai pasok belum mampu memberikan manfaat positif secara keseluruhan pada kinerja pengiriman, biaya, kualitas, dan fleksibilitas. Hasil penelitian ini juga memunculkan kontribusi secara praktikal bahwa dalam sistem logistik nasional memerlukan keterpaduan pada level negara atau pemerintah (makro) dan level organisasi (mikro). Keterpaduan antara pemerintah dan organisasi diperlukan dalam implementasi integrasi rantai pasok agar tercipta kepastian proses dari hulu hingga hilir pada aktivitas pengadaan, produksi, dan distribusi.

Kata Kunci: Integrasi rantai pasok, teori berbasis sumber daya, teori ketergantungan sumber daya, ketidakpastian lingkungan, kinerja operasional

ENVIRONMENTAL UNCERTAINTY, SUPPLY CHAIN INTEGRATION, AND ORGANIZATIONAL OPERATIONAL PERFORMANCE: EMPIRICAL STUDY IN INDONESIA

ABSTRACT

This research integrates the resource-based view theory and resource dependency theory in explaining the concept of supply chain integration. Conceptually, supply chain integration based on resource-based view theory is a form of resource exchange among internal focal organizations, suppliers, and customers. Furthermore, the resource dependency theory assumed that environmental uncertainty drives focal organizations to acquire resources not only from internal, suppliers, and customers but also from Logistics Service Providers (LSP) to achieve excellent operational performance. Both theories assume the ownership of resources among organizations in supply chain networks as a basis for supply chain integration. Therefore, resource-based view theory integrated with the resource dependency theory as the basis for the integration of supplier, internal, customer, and LSP. Based on the data collection process, 155 respondents of manufacturing companies in Indonesia were obtained. The results of the analysis show that supply chain integration has a positive impact on focal organizations in mitigating environmental uncertainty through synchronizing processes, activities, and resources. However, unharmonized the process of exchanging resources, opportunistic behavior among suppliers, internal, customers, and LSP makes supply chain integration not yet able to provide an overall positive impact on delivery performance, cost, quality, and flexibility. The results of this research also led to practical contributions in the national logistics system that requires integration at the state or government level (macro) and organizational level (micro). Integration between government and organizations is needed in the implementation of supply chain integration to create certainty from upstream to downstream processes in procurement, production, and distribution activities.

Keywords: Supply chain integraion; resource-based view; resource dependency theory; environmental uncertainty, operational performance