

## ABSTRAK

Sektor konstruksi dari sisi ekonomi merupakan salah satu sektor yang mampu memberikan stimulus melalui efek pengganda (*multiplier effect*). Akan tetapi menurut United Nations Environment Programme dijelaskan bahwa kegiatan pembangunan mengkonsumsi sekitar 40% dari sumber daya dunia. Tujuan dari penelitian ini adalah untuk melakukan identifikasi perusahaan jasa konstruksi yang telah menerapkan strategi berkelanjutan. Selain itu penelitian ini bertujuan untuk membandingkan perbedaan kinerja antara perusahaan jasa konstruksi terindeks SRI-KEHATI dan perusahaan jasa konstruksi yang belum pernah terindeks SRI-KEHATI.

Landasan teori utama yang digunakan pada penelitian adalah teori strategi berkelanjutan dengan menerapkan *sustainable value framework* *strategic alignment* dan pengukuran kinerja perusahaan. Metode penelitian dilakukan dengan mengambil data sekunder laporan tahunan dan laporan keberlanjutan perusahaan jasa konstruksi terindeks SRI-KEHATI pada rentang tahun 2016-2019. Penelitian dilakukan dengan kombinasi antara penelitian kualitatif untuk melakukan pemetaan strategi berkelanjutan, dan penelitian kuantitatif untuk melakukan analisis uji beda dengan 2 sampel *independent*.

Berdasarkan hasil penelitian didapatkan bahwa terdapat 6 perusahaan terbuka kelompok Indeks Property, Real Estate & Building Construction yang pernah masuk kedalam indeks SRI-KEHATI pada rentang waktu tahun 2016-2019. Perusahaan tersebut adalah (1) PT. Wijaya Karya (Persero); (2) PT. Waskita Karya (Persero); (3) PT. Adhi Karya (Persero); (4) PT. Bumi Serpong Damai ; (5) PT. Alam Sutera Realty; (6) PT. PP Properti. Berdasarkan hasil identifikasi strategi berkelanjutan didapatkan bahwa seluruh perusahaan tersebut telah menerapkan strategi berkelanjutan pada 4 dimensi *sustainable value framework*, dengan potensi pengembangan bagi perusahaan di masa mendatang adalah meningkatkan strategi untuk dimensi inovasi teknologi bersih dan visi berkelanjutan. Berdasarkan hasil pengujian beda yang dilakukan maka terdapat perbedaan kinerja rasio solvabilitas pada sub kategori perusahaan property. Rasio solvabilitas perusahaan tidak terindeks SRI-KEHATI memiliki kinerja yang lebih baik dibandingkan dengan perusahaan properti terindeks SRI-KEHATI.

**Kata Kunci:** Perusahaan Jasa Konstruksi, Indeks SRI-KEHATI, Strategi Berkelanjutan, Kinerja Perusahaan, *Sustainable Value Framework*

## **ABSTRACT**

From an economic point of view, the construction sector is one of the sectors capable of providing stimulus through a multiplier effect. However, according to the United Nations Environment Program, it is explained that development activities consume about 40% of the world's resources. The purpose of this study is to identify construction service companies that have implemented a sustainable strategy. Besides, this study objective is to compare the differences in performance between construction service companies indexed by SRI-KEHATI and construction service companies that have not been indexed by SRI-KEHATI.

This research's primary theoretical basis is the theory of sustainable strategy by implementing a sustainable value framework, strategic alignment, and measurement of company performance. The research method was carried out by taking secondary data from annual reports and sustainability reports of construction service companies indexed by SRI-KEHATI in the 2016-2019 period. The research was conducted with qualitative research to conduct sustainable strategy mapping and quantitative research to perform differential test analysis with 2 independent samples.

Based on the results of the study, it was found that there were 6 public companies in the Property, Real Estate & Building Construction Index group that was included in the SRI-KEHATI index in the 2016-2019 period. The companies are (1) PT. Wijaya Karya (Persero); (2) PT. Waskita Karya (Persero); (3) PT. Adhi Karya (Persero); (4) PT. Bumi Serpong Damai; (5) PT. Alam Sutera Realty; (6) PT. PP Properti. Based on the results of the identification of sustainable strategies, somebody found that all of these companies had implemented a sustainable approach in the 4 dimensions of the sustainable value framework, with the potential for development for companies in the future, namely increasing strategies for the dimensions of clean technology innovation and a sustainable vision. Based on the results of different tests carried out, there are differences in the solvency ratio's performance in the property companies sub-category. The solvency ratio of companies not indexed by SRI-KEHATI has better performance than that of property companies indexed by SRI-KEHATI.

**Keywords:** Construction Service Company, SRI-KEHATI Index, Strategy Sustainable, Company Performance, Sustainable Value Framework