

Kontribusi kapabilitas berbasis pasar market based capabilities terhadap kinerja proses bisnis utama : studi kasus direktorat pemasaran PT Pertamina (Persero) = Contributions of market based capabilities toward main business process performance case study marketing directorate PT Pertamina (Persero)

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Abstrak

[ABSTRAK

Tesis ini membahas tentang faktor-faktor yang merupakan kapabilitas berbasis pasar (market-based capabilities) yang berkontribusi terhadap kinerja proses bisnis utama suatu perusahaan. Penelitian ini merupakan penelitian kuantitatif dengan responden yang merupakan Pekerja Waktu Tidak Tertentu (PWTT) di Divisi Non Fuel Direktorat Pemasaran PT. Pertamina (Persero). Penelitian ini dilakukan dengan menggunakan variable pengembangan diferensiasi produk, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, transparansi informasi, supply chain leadership dan research & development intensity sebagai acuan untuk kinerja proses bisnis utama perusahaan (new product development, customer relationship management dan supply chain management). Data diolah dengan menggunakan analisis reliabilitas, validitas, korelasi dan structural equation modeling (SEM). Hasil dari penilaian tersebut akan dijadikan landasan untuk mengetahui kontribusi kapabilitas berbasis pasar (market-based capabilities) pada kinerja proses bisnis. Hasil penelitian menunjukkan bahwa pengembangan diferensiasi produk, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, transparansi informasi, supply chain leadership berkontribusi terhadap kinerja proses bisnis utama perusahaan

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ABSTRACT

This thesis examines factors which are market-based capabilities that contribute to main business process performance. This quantitative research based on respondent who are PT. Pertamina (Persero) Non Fuel Division Marketing Directorate employee. There are several variables that are used in this research, and those are market-based capabilities, market sensing, developed differentiated products, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, information sharing, supply chain leadership, as reference to main business process performance (new product development, customer relationship management and supply chain management). This research use a reliability analysis, validity, correlation and structural equation

modeling (SEM) as analyzing tools. The result of this research shows us that developed differentiated products, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, information sharing, supply chain leadership contribute to main business process performance; This thesis examines factors which are market-based capabilities that contribute to main business process performance. This quantitative research based on respondent who are PT. Pertamina (Persero) Non Fuel Division Marketing Directorate employee. There are several variables that are used in this research, and those are market-based capabilities, market sensing, developed differentiated products, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, information sharing, supply chain leadership, as reference to main business process performance (new product development, customer relationship management and supply chain management). This research use a reliability analysis, validity, correlation and structural equation modeling (SEM) as analyzing tools. The result of this research shows us that developed differentiated products, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, information sharing, supply chain leadership contribute to main business process performance; This thesis examines factors which are market-based capabilities that contribute to main business process performance. This quantitative research based on respondent who are PT. Pertamina (Persero) Non Fuel Division Marketing Directorate employee. There are several variables that are used in this research, and those are market-based capabilities, market sensing, developed differentiated products, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, information sharing, supply chain leadership, as reference to main business process performance (new product development, customer relationship management and supply chain management). This research use a reliability analysis, validity, correlation and structural equation modeling (SEM) as analyzing tools. The result of this research shows us that developed differentiated products, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, information sharing, supply chain leadership contribute to main business process performance, This thesis examines factors which are market-based capabilities that contribute to main business process performance. This quantitative research based on respondent who are PT. Pertamina (Persero) Non Fuel Division Marketing Directorate employee. There are several variables that are used in this research, and those are market-based capabilities, market sensing, developed differentiated products, market sensing, high value customers, market responsiveness, customer relationship assets, collaborative partnering, information sharing, supply chain leadership, as reference to main business process performance (new product development, customer relationship management and supply chain management). This research use a reliability analysis, validity, correlation and structural equation

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