

# Analisis Pengembangan Strategi Supply Chain Management Pada Industri Jasa Third Party Logistik Menggunakan Metode PLS-SEM = Analysis of Supply Chain Management Strategy Development at Third Party Logistics Service Industry Using the PLS-SEM Method

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## Abstrak

Rantai pasokan atau supply chain adalah jaringan antara perusahaan dan pemasoknya untuk memproduksi dan mendistribusikan produk tertentu kepada pembeli akhir. Jaringan ini mencakup berbagai aktivitas, orang, entitas, informasi, dan sumber daya. Rantai pasokan juga mewakili langkah-langkah yang diperlukan untuk mendapatkan produk atau layanan dari keadaan semula ke pelanggan. Dengan manajemen rantai pasokan, rantai pasokan dirancang sedemikian rupa sehingga dapat dilakukan dengan cara yang paling efektif dan efisien (Vallespir & Alix, 2010). Dalam industri manufaktur banyak perusahaan yang berlomba-lomba untuk memenuhi keinginan konsumennya atau yang disebut juga dengan focus pada customer oriented, dimana fokus ini akan berdampak pada 3 poin utama yaitu harga, kualitas dan pelayanan (kecepatan, kenyamanan dan kemudahan). Segera). Sebagian besar industri manufaktur merekonstruksi bagian-bagiannya sehingga dapat fokus pada customer oriented, langkah yang paling banyak dilakukan adalah memilih pihak ketiga untuk proses pengiriman barang dari pemasok bahan baku atau bahan pendukung kegiatan produksi hingga distribusi barang jadi. barang ke konsumen akhir.

Hingga saat ini bisnis logistik atau forwarding masih sangat diminati masyarakat, berdasarkan statistik dunia, pasar sektor freight forwarding untuk 4 tahun ke depan diperkirakan akan terus meningkat seiring dengan berjalannya waktu dan kebutuhan akan berbagai komoditas. Third party logistics (3PL) merupakan wujud dari implementasi one stop logistics solution, dimana Third party logistics (3PL) menawarkan layanan mulai dari penerimaan barang hingga pengiriman hingga ke tujuan akhir.

Untuk analisis strategi bisnis rantai pasok di logistik pihak ketiga akan mempertimbangkan berdasarkan integrasi rantai pasok termasuk integrasi internal, integrasi pemasok dan integrasi pelanggan dan operasi rantai pasokan termasuk biaya, kualitas, pengiriman dan fleksibilitas menggunakan metode PLS-SEM yang mana hasil dari penelitian terdapat supply chain integration berdampak positif pada competitive advantage yaitu Flexibility, supply chain operation berdampak positif cost dan quality dan human resource management berdampak positif terhadap delivery dan quality.

.....A supply chain or supply chain is a network between a company and its suppliers to manufacture and distribute certain products to final buyers. This network includes various activities, people, entities, information, and resources. The supply chain also represents the steps required to get a product or service from its original state for the customer. With supply chain management, the supply chain is designed in such a way that it can be carried out in the most effective and efficient manner (Vallespir & Alix, 2010). In the manufacturing industry, many companies are vying to fulfill the desires of their consumers or what is also known as a focus on customer orientation, where this focus will have an impact on 3 main points, namely price, quality and service (speed, comfort and convenience). quick). most of the manufacturing industries

reconstruct their parts so that they can focus on customer oriented, the most common step is choosing a third party for the process of shipping goods from suppliers of raw materials or materials supporting production activities to distribution of finished goods. goods to the final consumer.

Until now, the logistics or forwarding business is still in great demand by the public, based on world statistics, the freight forwarding sector market for the next 4 years is expected to continue to increase in line with the passage of time and the need for various commodities. Third party logistics (3PL) is a manifestation of the implementation of a one-stop logistics solution, where third party logistics (3PL) offers services from receiving goods to delivery to final destinations.

For supply chain business strategy analysis in third party logistics will consider based on supply chain integration including internal integration, integration and integration and supply chain operations including cost, quality, delivery and flexibility using the PLS-SEM method where the results of the research show that supply chain integration has an impact positive impact on competitive advantage i.e. Flexibility, supply chain operations have a positive impact on cost and quality and human resource management has a positive impact on delivery and quality.