

# Evaluasi Critical Success Factors Dalam Implementasi Green Supply Chain Management di Industri Otomotif Indonesia Dengan Metode DEMATEL-Based ANP = Evaluation of Critical Success Factors in the Implementation of Green Supply Chain Management in the Indonesian Automotive Industry Using the DEMATEL-Based ANP Method

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## Abstrak

Data produksi mobil pada tahun 2022 menunjukkan terjadi peningkatan jumlah produksi dan penjualan dari tahun ke tahun. Industri otomotif di Indonesia saat ini merupakan sektor penting non-migas yang memiliki kontribusi besar terhadap perekonomian nasional, saat ini Indonesia didukung oleh 22 perusahaan industri kendaraan bermotor roda empat. Semakin tinggi tingkat produksi maka emisi CO<sub>2</sub> yang dihasilkan juga semakin tinggi. Saat ini, sektor transportasi dan sektor industri memberikan dampak yang besar terhadap emisi CO<sub>2</sub>. Solusi implementasi GSCM perlu dilakukan, namun banyaknya kriteria dalam implementasi GSCM mempersulit pelaku industri dalam memutuskan keputusan strategis perusahaan, sehingga perlu dilakukan penelitian lebih lanjut mengenai critical success factors dalam implementasi GSCM di industri otomotif Indonesia dan melihat hubungan antar faktor. Metode yang digunakan pada penelitian ini adalah Decision Making Trial and Evaluation Laboratory (DEMATEL) berbasis Analytic Network Process (ANP). Hasil penelitian ini menunjukkan bahwa critical success factors secara bobot global adalah perspektif manajemen puncak dengan bobot global 4,9% dan secara bobot dimensi adalah green transportation and distribution dengan bobot lokal 20,5%.

.....Car production data in 2022 shows that there will be an increase in production and sales from year to year. The automotive industry in Indonesia is currently an important non-oil and gas sector which has a major contribution to the national economy. Currently, Indonesia is supported by 22 four-wheeled motor vehicle industry companies. The higher the level of production, the higher the CO<sub>2</sub> emissions produced. Currently, the transportation sector and industrial sector have a large impact on CO<sub>2</sub> emissions. Solutions for implementing GSCM need to be implemented, however, the many criteria in implementing GSCM make it difficult for industry players to decide on company strategic decisions, so further research needs to be done regarding critical success factors in implementing GSCM in the Indonesian automotive industry and looking at the relationship between factors. The method used in this research is the Decision Making Trial and Evaluation Laboratory (DEMATEL) based on the Analytic Network Process (ANP). The results of this research show that the critical success factor in global weight is the top management perspective with a global weight of 4.9% and in terms of dimensional weight it is green transportation and distribution with a local weight of 20.5%.