

Analisis Pengaruh External Integration Dalam Meningkatkan Keunggulan Daya Saing Perusahaan Pemasok Bahan Baku Obat Di Indonesia = Analysis Effect of External Integration in Increasing Competitive Advantage in Pharmaceutical Raw Material Companies in Indonesia

Bayu Putro Wibisono, author

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Abstrak

Perusahaan bahan baku farmasi Indonesia mempunyai posisi penting dalam rantai pasok produk obat, karena 90-95% bahan baku farmasi masih diimpor. Oleh karena itu, sangat penting untuk mengukur kemampuan perusahaan bahan baku farmasi di Indonesia dalam menjaga rantai pasokannya. Penelitian ini bertujuan untuk menilai dan menganalisis dampak External Integration (EI), Supply Chain Agility (SCA), dan Supply Chain Innovativeness (SCI) terhadap keunggulan kompetitif (KK). Penelitian ini juga mengeksplorasi peran mediasi SCA dan SCI dalam hubungan antara EI dan KK. Penelitian ini merupakan penelitian kuantitatif yang melibatkan 84 perusahaan bahan baku farmasi dengan partial-least square structural equation modelling (PLS-SEM) sebagai alat analisis. Hasil penelitian menunjukkan bahwa EI memiliki pengaruh signifikan terhadap SCA, SCI, dan KK. Hasil temuan juga menunjukkan bahwa SCA berpengaruh positif dan signifikan terhadap KK. Selain itu, SCA memainkan peran mediasi dalam korelasi antara EI dan KK. Namun, dampak SCI terhadap KK, dan peran mediasinya, tidak didukung dengan data. Hal ini menunjukkan bahwa kemampuan EI dan SCA mempunyai peran penting dalam meningkatkan KK perusahaan bahan baku farmasi di Indonesia.

.....Indonesian pharmaceutical raw material companies have an important position in the supply chain of drug products because 90-95% of pharmaceutical raw materials are still imported. Therefore, it is very important to measure the ability of pharmaceutical raw material companies to maintain the pharmaceutical supply chain in Indonesia. The aim of this study is to evaluate and examine the impact of External Integration (EI), Supply Chain Agility (SCA), and Supply Chain Innovativeness (SCI) on competitive advantage (KK). This study also explored the mediation role of SCA and SCI in the relationship between EI and KK. This study involved 84 Pharmaceutical raw material companies and used quantitative method with partial-least squares structural equation modeling (PLS-SEM) as the analysis tool. The results showed that EI had a positive and significant effect on SCA, SCI, and KK. Furthermore, the findings indicated that SCA positively and significantly influenced KK. Additionally, SCA played a mediating role in the correlation between EI and KK. However, the effect of SCI on KK and its mediating role were not supported by the data. This indicates that the capabilities of EI and SCA play an important role in improving the KK of pharmaceutical raw material companies in Indonesia.