

**PENGARUH STRATEGI ORIENTASI, KEMAMPUAN *SUPPLY CHAIN*,
DAN KEMAMPUAN INOVASI TERHADAP KINERJA PERUSAHAAN
RITEL FURNITURE DI SURABAYA DENGAN KEUNGGULAN
BERSAING SEBAGAI MEDIASI**

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ABSTRAK

Penelitian ini bertujuan untuk mengukur hubungan antara strategi orientasi, kemampuan rantai pasokan, dan kemampuan inovasi terhadap keunggulan bersaing serta kinerja perusahaan ritel furniture di Surabaya. Jenis penelitian yang digunakan adalah *Causal Reseach* yang menggunakan 5 variabel yaitu strategi orientasi, kemampuan rantai pasokan, kemampuan inovasi, keunggulan bersaing, dan kinerja perusahaan. Penelitian ini menggunakan sumber data primer dengan menyebarkan kuisisioner secara *online*. Sampel yang digunakan dalam penelitian ini sebanyak 100 kuisisioner. Data dianalisa menggunakan SEM (*Structural Equation Modeling*) dengan *software* SmartPLS. Hasil penelitian ini menunjukkan Strategi orientasi berpengaruh signifikan terhadap keunggulan bersaing pada perusahaan ritel di Surabaya. Kemampuan rantai pasokan berpengaruh signifikan terhadap keunggulan bersaing pada perusahaan ritel furniture di Surabaya. Kemampuan inovasi berpengaruh signifikan terhadap keunggulan bersaing. Strategi orientasi berpengaruh signifikan terhadap kinerja perusahaan pada perusahaan ritel furniture di Surabaya. Kemampuan rantai pasokan berpengaruh signifikan terhadap kinerja perusahaan pada perusahaan ritel furniture di Surabaya. Kemampuan inovasi tidak berpengaruh signifikan terhadap kinerja perusahaan pada perusahaan ritel furniture di Surabaya. Keunggulan bersaing berpengaruh signifikan terhadap kinerja perusahaan di perusahaan ritel furniture di Surabaya.

Kata Kunci: Strategi Orientasi, Kemampuan Rantai Pasokan, Kemampuan Inovasi, Keunggulan Bersaing, Kinerja Perusahaan

THE EFFECT OF ORIENTATION STRATEGIES, SUPPLY CHAIN ABILITY,
AND INOVATION ABILITY ON THE PERFORMANCE OF RETAIL
FURNITURE COMPANIES IN SURABAYA WITH COMPETITIVE
ADVANTAGE AS MEDIATION

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ABSTRACT

This study aims to measure the relationship between orientation strategies, supply chain capabilities, and innovation capabilities on competitive advantage and the performance of furniture retail companies in Surabaya. The type of research used is Causal Research which uses 5 variables, that is strategy orientation, supply chain capability, innovation ability, competitive advantage, and company performance. This study uses primary data sources by distributing questionnaires online. The sample used in this study was 100 respondents. Data were analyzed using SEM (Structural Equation Modeling) with SmartPLS software. The results of this study indicate that the orientation strategy has a significant effect on competitive advantage in retail companies in Surabaya. Supply chain capabilities have a significant effect on competitive advantage in furniture retail companies in Surabaya. The ability of innovation has a significant effect on competitive advantage. The orientation strategy has a significant effect on company performance in the furniture retail company in Surabaya. Supply chain capability has a significant effect on company performance in furniture retail companies in Surabaya. The ability of innovation does not have a significant effect on company performance in the furniture retail company in Surabaya. Competitive advantage has a significant effect on company performance in furniture retail companies in Surabaya.

Keywords: Orientation Strategy, Supply Chain Capability, Innovation Capability, Competitive Advantage, Company Performance