

PENGARUH *LOGISTIC LOCATION* TERHADAP *OPERATIONAL PERFORMANCE*
DALAM *LOGISTIC JNE* DI JAWA TIMUR

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INTISARI

Penelitian ini membahas tentang pengaruh *Logistic Location* terhadap *Operational Performance* dalam logistic JNE di Jawa Timur. Dalam penelitian ini menggunakan variable *Logistics platform*, *Logistics location*, *Resource Integration*, *Operational Performance* memiliki 5 hipotesis. Penelitian ini merupakan kuantitatif dan memiliki 120 responden yang akan mengisi kuesioner sebagai data yang akan digunakan untuk mengolah data dan untuk pengujian hipotesis yang telah dibuat dengan aras interval 1 sampai dengan 5. Pengolahan data hasil dari responden menggunakan metode penelitian (SEM) dan AMOS. Hasil penelitian ini mengatakan bahwa *Logistic Platform* berpengaruh positif terhadap *Operational Performance*, *Logistic Platform* berpengaruh positif terhadap *Research Integration*, *Logistic Location* berpengaruh positif terhadap *Operational Performance*, *Logistic Location* berpengaruh positif terhadap *Research Integration*, *Research Integration* berpengaruh positif terhadap *Operational Performance*.

Kata kunci : Lokasi logistik, *Operational Performance*, Logistik terbesar di Jawa Timur

THE EFFECT OF *LOGISTIC LOCATION* ON OPERATIONAL
PERFORMANCE IN THE LOGISTIC JNE IN EAST JAWA

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ABSTRACT

This study discusses the influence of *Logistic Location* on *Operational Performance* in JNE logistics in East Java. In this study using the variables Logistics platform, Logistics location, *Resource Integration*, *Operational Performance* has 5 hypotheses. This research is quantitative and has 120 respondents who will fill out questionnaires as data that will be used to process data and to test hypotheses that have been made with an interval of 1 to 5. Processing data from respondents using research methods (SEM) and AMOS. The results of this study say that the *Logistic Platform* has a positive effect on *Operational Performance*, the *Logistic Platform* has a positive effect on Research Integration, *Logistic Location* has a positive effect on *Operational Performance*, *Logistic Location* has a positive effect on Research Integration, Research Integration has a positive effect on *Operational Performance*.

Keyword : Location logistic, *Operational Performance*, he greatest logistics in East Java