
The Influence Of Supply Chain Management And Innovation Strategy On Delivery Service Operational Performance AT PT. Jember Center Post

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Abstract: Operational performance is the implementation of managerial activities carried out in the selection, design, renewal, operation and supervision of production systems. In running a product and shipping service operations at PT. The Jember central post is faced with several obstacles in its operations, namely related to packing of shipments that are not in accordance with standards, causing damage to goods. The purpose of this study was to determine the effect of Supply Chain Management and Innovation Strategy on Operational Performance at PT. Jember central post. The method used is quantitative. The sample in this study amounted to 104 people which is the population of all employees of the Jember post office. The analytical method used is multiple linear regression analysis with the SPSS application, version 21. Based on the results of the coefficient of determination test, it shows that operational performance is influenced by supply chain management and innovation strategy by 69.6%. The results of the F test show that the variables of supply chain management and innovation strategy simultaneously have a significant effect on operational performance. The results of the T test show that the variable supply chain management partially has no significant effect on operational performance. The innovation strategy partially has a significant effect on operational performance.

Keywords: Supply Chain Management, Innovation Strategy, Operational Performance

INTRODUCTION

The rapid development of the industry today makes competition it's getting tighter in the world. Every effort is made to be the best. Good management is the key to success in today's industrial world, be it management production, marketing, human resources and finance. operational management is a management function that is very important for an organization or company. This field is growing very rapidly, especially with the birth of innovation and new technology applied in a business practice. Hence many companies who have glanced at and made aspects of operations management as one strategy to compete and surpass its competitors. Operations management is also required to create something new and change for the better. With the development of the Indonesian business world, the service and product industries are developing well, thus creating a more promising situation for Indonesia (Santoso & Alawiyah, 2021) .Along the increasingly advanced industrial development companies are also required to provide good quality in products and services resulting from all activities company.

Operations management is the field of management concerned with monitoring, design and control of production processes as well as redesign of internal business operations production of goods or services. Operational management deals with various activities that allows companies to change basic inputs such as materials, energy, needs customers, information, capabilities, finances and so on to be the output for customer.

The purpose of operational management is to organize and manage the whole company resources and ensure that the entire production process runs efficiently and effectively. These resources consist of raw materials, workers, tools or machines, such as technology ERP software, and other equipment.

According to Hasibuan (2011:15) argues that operational management is a the process by which resources by following a certain system are recommended and expected in a controlled way to add value in accordance with the policy recommended by management. Apart from that According to (Haizer & Render, 2015) argues that operations management is a series of activities that generate value in the form of goods and services by converting inputs into outputs. According to (Ambarwati & SE, 2020) argues that operational management is a management effort optimally in the use of various factors of production, starting from natural resources human resources (HR), machines, equipment (Tools), raw materials (Raw Materials), and Factors of Production in the process of converting them into a variety of goods or services.

Supply Chain Management (SCM) is an integrated application that provides support information system to management in terms of procurement of goods and services for the company while managing relationships between partners to maintain the level of product availability and services needed by the company optimally. Supply chain management integrate from order delivery and processing, order tracking, deployment information, collaborative planning, performance measurement, and product development new. According to (Mahendrawathi & Pujawan, 2010) argues that the supply chain is network of companies that work together to create and deliver a product to the hands of the end user. these companies usually includes suppliers, factories, distributors, shops or retailers, as well as companies supporting companies such as logistics service companies. According to research conducted by (Wijoyo, 2022) which states that supply chain management has no significant effect on corporate performance.

An innovation strategy is a joint innovation mission and a detailed plan aimed at create new value, which customers are willing to pay for. It includes a set policies or behaviors directed at achieving future organizational growth front. According to in (Makmur, 2015) argues that innovation is a specific tool for companies where with innovation can explore or take advantage of changes that occurred as an opportunity to run a different business. According to (Hansen and Juniarti, 2014) argue that innovation is one of the most sources important of competitive advantage. According to research conducted by (Rahma, 2021) which states that innovation strategy, product innovation and technology influence significant impact on operational performance. This confirms the innovation strategy plays a role important in the operational performance of the company.

Operational performance is the accuracy of the performance measures used in an organization research depends on the situation and conditions in a study. operating performance is the company's ability to carry out its operations. Performance measurement is company management benchmarks, whether the company's performance is good or not seen by measuring existing aspects, both from financial and non-financial reviews finance. The company's operating performance is one of the aspects used by investors to be a consideration of decisions in a company. According to (Soebandi & Kosasih, 2014) argues that operational performance can be interpreted as suitability process and performance evaluation of the company's internal operations in terms of cost, service customers, delivery of goods to customers, quality, flexibility, and process quality goods and services. According to research conducted by (Suharto, 2013) which states that supply chain management and innovation strategy have a significant effect on performance operational.

PT. Pos Indonesia is one of the companies engaged in delivery services oldest in Indonesia and has an image that can be recognized by the public PT. Pos Indonesia - Jember Post Office has a large demand for expedition and logistics services This company has developed into a mail, goods and document delivery service valuable

in services such as PKH (special express packages); PE (express package); PJE (economic jumbo post); EC3 (shopee delivery) and Q9 (instant post).

The problems that occurred at the Jember central post office were at the Supply Chain Management section at the post office has more problems with the shipments fragile and so on. While the problems are in the operational performance section or the delivery is related to the packing of the shipment that does not meet the standards that cause it damage to goods. The following is the performance data for the Jember post office in 2022 as following :

Table 1. 1 2022 POS Office Performance Data

Bulan	Alokasi Antaran	Antaran yang di Delivery Order	Status masih Delivery Order	Berhasil Antara	Gagal Antara	Belom Delivery Order	Irregularitas
January	27,415	27,244	18	27,207	19	16	155
February	27,213	27,034	26	26,914	94	62	116
March	34,103	33,985	21	33,929	35	27	91
April	40,409	40,210	-	40,142	68	139	60
Mei	24,017	23,952	-	23,814	138	12	53
juni	34,286	34,214	-	33,965	249	20	52
Juli	30,362	30,319	8	30,149	162	12	31
Agustus	31,306	31,209	1	31,013	195	43	54
September	32,195	31,996	7	31,852	137	132	67
October	35,022	34,923	4	34,673	246	39	60
November	33,665	33,519	11	33,495	13	63	83
Desember	34,415	34,293	7	34,168	118	32	90
Total	384,408	382,898	103	381,321	1,474	598	912

Source: Jember Post Office (2022)

From the table above, the post office performance data for 2022 is known to be in January up to december for the total delivery allocation portion of the total shipment as much as 384,408. In the delivery section, there were 382,898 delivery orders or delivery runsheets. In the status section, it is still a delivery order, the status of which is delivery runsheet, in the sense that it is not yet there is a continuation of the shipment which will be successful or failed as much as 103. On successful delivery section the number of shipments that were successfully sent was 381,321. In section failed to deliver, the number of shipments that failed to be sent was 1,474. In the not yet delivery section 598 orders. And for the irregularity section the number of shipments whose status is not yet success or failure or deliverrunsheet as many as 912.

Based on the introduction above, it is found that there is a gap between reality in field with ideal conditions, the researcher is interested in conducting research with title “The Influence of Supply Chain Management and Innovation Strategy on Performance Delivery Service Operations at PT. Jember Central Post”. The purpose of this research, among others to partially analyze the effect of Supply Chain Management and Innovation Strategy on the operational performance of delivery services at PT.Pos Pusat Jember.

METHOD

Research design

This researcn technique is descriptive causality with a quantitative approach. Sugiyono (2019) associative causality research is a research problem formulation, namely asking the relationship between two or more

variables. In this study, an associative research strategy was used to identify the extent to which the influence of variable X (independent variable) consisting of Supply Chain management (X10 and Innovation Strategy (X2) had on variable Y, namely Operational Performance, either partially or simultaneously. According to Sugiyono (2019) Quantitative research is defined as a research method based on the philosophy of positivism, used for research on certain population or sample, data collection uses research instruments, data analysis is quantitative/statistical in nature, with the aim of testing the hypotheses that have been implemented.

Population, Sample, Sampling

Population is a generalized area consisting of: objects or subjects that have certain qualities and characteristics set by researcher to be studied and then conclusions drawn (Sugiyono, 2021). Population on this study were 104 employees of the Jember central post office. The sampling technique here uses saturated sampling. Saturated sampling is a sampling technique when all members of the population are used as sample, so the number sample needed on this study is 104 samples because of the entire population.

Intervention Procedure

The data source used in this study are primary. Source primary research is obtained by researchers to answer the research. Technique the data collection used is a questionnaire. The distribution of questionnaires is carried out to jember post office employees directly to their offices, then the questionnaire was measured using a Likert Scale. Alternative answers to determine the effect of supply chain management and innovation strategy on the operational performance of delivery services at PT.Jember central post.

RESULTS AND DISCUSSION

Data Instrument Test

Validity Test

Table 2 Validity Test Results

Variabel/Indikator	Pernyataan	r _{hitung}	r _{tabel}	Keterangan
Supply chain management	X101	0,728	0,192	Valid
	X102	0,784		
	X103	0,784		
Innovation Strategy	X201	0,741	0,192	Valid
	X202	0,788		
	X203	0,755		
	X204	0,699		
	X205	0,657		
Operational Performance	Y01	0,668	0,192	Valid
	Y02	0,533		
	Y03	0,776		
	Y04	0,765		

Source: Results of SPSS processed data version 25, 2023

Table 2 stated that the calculation results $r_{count} > r_{table}$ through $df = (N-2)$ which is $104-2 = 102$. So the r_{table} value is 0.192. This states that all statement items in the Supply chain management variable questionnaire, innovation strategy and operational performance are declared valid.

Realibility Test

It is considered trustworthy if the response to the SPSS variable statement has a value of 0,70

Table 3 Realibility Testing Results

Variabel/Indikator	Cronbach's Alpha	N of items	Keterangan
Supply chain management	0,982	3	
Innovation Strategy	0,788	5	Realibility
Operational Performance	0,782	4	

Source : Result of SPSS processed data version 21, 2023

In table 3, larger than 0,7 is the typical Crownbach Alpha value or 70% for the supply chain management, innovation strategy, and operational performance. So that the three variables are declared realible.

Hypothesis Test (T-Test)

Table 4 T-Test

Variabel/Indikator	Sig	T _{hitung}	T _{tabel}	Keterangan
<i>Supply chain management</i>	0,059	1,909	1,983	Tidak signifikan
Strategi inovasi	0,007	2,747	1,983	Signifikan

Source : Results SPSS processed data version 21, 2023

In table 4, it is obtained which has several meanings, namely :

1. Test the first hypothesis, the t_{count} value of the supply chain management variable = $1.909 < t_{table} = 1.983$ and the value of the significance level $> \alpha = 0.05$, which is 0.059. Then the conclusion is obtained, namely the first hypothesis which states "Supply chain management has no significant effect on the operational performance of the Jember post office" H_1 is rejected and H_0 is accepted or there is an influence that has no significant effect.
2. Test the second hypothesis, the t_{count} value of the innovation strategy variable = $2.747 > t_{table} = 1.983$ and the significance level value is < 0.05 which is equal to 0.007. Then the conclusion is obtained, namely the second hypothesis which states "Innovation strategy affects the operational performance of the Jember post office" H_1 is accepted and H_0 is rejected or there is a significant effect.

f-Test

Table 5 F-Test					
Model	Sum of	Df	Mean	F	Sig.
	Squares		square		
1 Regression	38,606	2	19,303	10,726	,000 ^b
Residual	181,769	101	1,800		
Total	330,375	103			

Source : Result SPSS processed data version 21, 2023

In table 5, that F count is 10.726 with a significance level of 0.000. with a significance value of $F < 0.05$ means that H_0 is rejected and H_1 is accepted. So it can be concluded that the independent variables of supply chain management and innovation strategy simultaneously have a significant effect on the dependent variable, namely operational performance.

CONCLUSION

The conclusion from the results of research conducted on supply chain management variables, innovation strategy and Operational Performance are as follows: The results of analysis of supply chain management data partially have no significant effect on operational performance. The results of the analysis of innovation strategy data partially have a significant effect on operational performance. The results of supply chain management data analysis and innovation strategy simultaneously have a positive and significant effect on operational performance..

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