

Abstrak

Kinerja operasional merupakan pelaksanaan kegiatan-kegiatan manajerial yang dibawakan dalam pemilihan, perancangan, pembaharuan, pengoperasian serta pengawasan sistem-sistem produksi. Dalam menjalankan suatu produk dan operasional jasa pengiriman pada PT. Pos pusat Jember dihadapkan oleh beberapa kendala dalam operasionalnya yaitu terkait packing kiriman yang tidak sesuai dengan standar sehingga menyebabkan kerusakan pada barang. Tujuan penelitian ini adalah untuk mengetahui pengaruh Supply Chain Management dan Strategi Inovasi terhadap Kinerja Operasional pada PT. Pos pusat Jember. Metode yang digunakan adalah kuantitatif. Sampel dalam penelitian ini berjumlah 104 orang yang merupakan populasi seluruh karyawan kantor pos Jember. Metode analisis yang digunakan analisis regresi linear berganda dengan alat bantu yaitu aplikasi SPSS, versi 21. Berdasarkan hasil uji koefisien determinasi menunjukkan bahwa kinerja operasional berpengaruh oleh supply chain management dan strategi inovasi sebesar 69,6%. Hasil Uji F menunjukkan bahwa variabel supply chain management dan strategi inovasi secara simultan berpengaruh signifikan terhadap kinerja operasional. Hasil Uji T menunjukkan bahwa variabel supply chain management secara parsial tidak berpengaruh signifikan terhadap kinerja operasional. Strategi inovasi secara parsial berpengaruh signifikan terhadap kinerja operasional.

Kata kunci : *Supply Chain Management*, Strategi Inovasi, Kinerja Operasional.



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.*

