

ABSTRACT

***THE INFLUENCE OF PRODUCT DESIGN, OPERATIONAL STRATEGY,
AND LOCATION ON COMPANY'S OPERATIONAL PERFORMANCE AT
PT PAXEL ALGORITA UNGGUL WEST JAVA***

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The main point of this research was to identify and analyze the influence of product design, operating strategy, and location on the operational performance of companies at PT Paxel Algorita Unggul, West Java. The research method used was a survey method, the data were obtained directly through questionnaires to 17 respondents taken from PT Paxel's branch in West Java. Sampling used a census and the method of analysis used in this study is multiple regression analysis. Based on the results of the study simultaneously it was known that product design, operations strategy, and location have a positive and significant effect on operational performance. Based on the results of the partial analysis, it was known that product design has a positive but not significant effect, in contrast to the operational strategy and location which have a positive and significant effect on the company's operational performance at PT Paxel Algorita Unggul.

Keywords: Product Design, Operational Strategy, Location, Operational Performance

ABSTRAK

PENGARUH DESAIN PRODUK, STRATEGI OPERASI, DAN LOKASI TERHADAP KINERJA OPERASIONAL PERUSAHAAN DI PT PAXEL ALGORITA UNGGUL JAWA BARAT

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Poin utama penelitian ini adalah untuk mengetahui dan menganalisis pengaruh desain produk, strategi operasi, dan lokasi terhadap kinerja operasional perusahaan di PT Poxel Algorita Unggul Jawa Barat. Metode penelitian yang digunakan adalah metode survey, data yang diperoleh langsung melalui kuesioner kepada 17 responden yang diambil dari cabang perusahaan PT Poxel yang ada di Jawa Barat. Penarikan sampel menggunakan sensus dan metode analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda. Berdasarkan hasil penelitian secara simultan diketahui bahwa desain produk, strategi operasi, dan lokasi berpengaruh positif dan signifikan terhadap kinerja operasional. Berdasarkan hasil analisis secara parsial diketahui bahwa desain produk berpengaruh positif namun tidak signifikan, berbeda dengan strategi operasi dan lokasi yang berpengaruh positif dan signifikan terhadap kinerja operasional perusahaan di PT Poxel Algorita Unggul.

Kata Kunci: Desain Produk, Strategi Operasi, Lokasi, Kinerja Operasional