

**THE INFLUENCE OF CUSTOMER FOCUS,
OPERATIONAL EXCELLENCE – COST LEADERSHIP,
STRATEGIC PARTNERSHIP, AND CAPABILITY BUILDING
TO PERFORMANCE OF THE COMPANY
(SURVEY TO PRIVATE OIL AND GAS COMPANIES OR
PRIVATELY OWNED ENTERPRISES/BUMS)**

ABSTRACT

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The objectives of this study were to determine and analyze the influence of customer focus, operational excellence – cost leadership, strategic partnership, and capability building to performance of private oil and gas companies or privately owned enterprises (BUMS). The method which applied in this research was a survey method. The data gathering used questionnaires, interviews, and library studies. The population in this study were 12 (twelve) private oil and gas companies or privately owned enterprises (BUMS). The data were analyzed by using NJI and Partial Least Square-SEM (SmartPLS 3.0).

The results of this study found that the scores of all indicators or NJI for customer focus (X1), operational excellence – cost leadership (X2), strategic partnership (X3), capability building (X4), and performance (Y) were in the very good category. Partial Least Square-SEM found that customer focus (X1), operational excellence – cost leadership (X2), strategic partnership (X3), and capability building (X4) of 0,834 or 83,4% had no significant effect on performance (Y). There was the influenced of other variables (Xe) that were not included in this study of 0,166 or 16,6% such as system changed due to the Covid-19 pandemic so that flexibility factor and internal balance is needed in the product market between Investment-Saving Equilibrium (ISE) so that private oil and gas companies (BUMS) can survive.

Keywords: *customer focus, operational excellence - cost leadership, strategic partnership, capability building, performance, private oil and gas companies, privately owned enterprises (BUMS).*

PENGARUH *CUSTOMER FOCUS*, *OPERATIONAL EXCELLENCE - COST LEADERSHIP*, *STRATEGIC PARTNERSHIP*, DAN *CAPABILITY BUILDING* TERHADAP KINERJA (*PERFORMANCE*) PERUSAHAAN (SURVEY PADA PERUSAHAAN-PERUSAHAAN MINYAK DAN GAS BUMI/MIGAS MILIK SWASTA ATAU BADAN USAHA MILIK SWASTA/BUMS)

ABSTRAK

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *customer focus*, *operational excellence – cost leadership*, *strategic partnership*, dan *capability building* terhadap kinerja perusahaan minyak dan gas bumi (migas) milik swasta atau Badan Usaha Milik Swasta. Metode yang digunakan dalam penelitian ini adalah metode survey. Pengumpulan data diperoleh melalui wawancara, kuesioner dan studi pustaka. Populasi dalam penelitian ini sebanyak 12 (dua belas) perusahaan minyak dan gas bumi (migas) milik swasta atau Badan Usaha Milik Swasta (BUMS). Data dianalisis dengan menggunakan NJI dan *Partial Least Square-SEM* (SmartPLS 3.0).

Hasil dari penelitian ini menemukan bahwa nilai seluruh indikator atau NJI untuk *customer focus* (X1), *operational excellence – cost leadership* (X2), *strategic partnership* (X3), *capability building* (X4), dan Kinerja (Y) termasuk kategori sangat baik. *Partial Least Square-SEM* menemukan bahwa *customer focus* (X1), *operational excellence – cost leadership* (X2), *strategic partnership* (X3), dan *capability building* (X4) sebesar 0,834 atau 83,4% berpengaruh tidak signifikan terhadap kinerja (Y). Ada pengaruh variabel-variabel lainnya (Xe) yang tidak termasuk dalam penelitian ini sebesar 0,166 atau 16,6% seperti perubahan sistem akibat pandemik Covid-19 sehingga diperlukan faktor fleksibilitas dan keseimbangan internal dalam pasar produk antara Keseimbangan Investasi-Tabungan (ISE) agar perusahaan minyak dan gas bumi milik swasta (BUMS) dapat bertahan.

Kata Kunci: *customer focus, operational excellence – cost leadership, strategic partnership, capability building*, kinerja, perusahaan minyak dan gas bumi (migas), Badan Usaha Milik Swasta (BUMS).