

ABSTRAK

Nama : Tiara
NIM : 3012221135
Judul : Pengaruh Digitalisasi Transportasi Dan Digitalisasi Pergudangan Terhadap Efisiensi Operasional Melalui Sistem Informasi Terintegrasi Sebagai Variabel Mediasi Pada Perusahaan Penyedia Jasa Logistik *E-commerce* Di Jabodetabek
Xvi + 155 hlm
Informasi Efektif

Penelitian ini dilakukan untuk menganalisis pengaruh digitalisasi transportasi dan digitalisasi pergudangan terhadap efisiensi operasional melalui sistem informasi terintegrasi sebagai variabel mediasi pada perusahaan penyedia jasa logistik *e-commerce* di wilayah Jabodetabek.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan eksplanatori. Sampel penelitian berjumlah 100 responden yang terdiri atas karyawan operasional dan kurir perusahaan penyedia jasa logistik *e-commerce* di Jabodetabek yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner. Analisis data menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) dengan pengujian model pengukuran (outer model), model struktural (inner model), serta pengujian hipotesis.

Hasil penelitian menunjukkan bahwa digitalisasi pergudangan berpengaruh positif dan signifikan terhadap efisiensi operasional dan sistem informasi terintegrasi. Digitalisasi transportasi berpengaruh positif dan signifikan terhadap sistem informasi terintegrasi, tetapi tidak berpengaruh signifikan terhadap efisiensi operasional. Sistem informasi terintegrasi juga tidak berpengaruh signifikan terhadap efisiensi operasional serta tidak mampu memediasi pengaruh digitalisasi transportasi maupun digitalisasi pergudangan terhadap efisiensi operasional.

Kata kunci: Digitalisasi Transportasi, Digitalisasi Pergudangan, Sistem Informasi Terintegrasi, Efisiensi Operasional, Logistik *E-commerce*.

ABSTRACT

Name : Tiara
NIM : 3012221135
Title : The Effect of Transportation Digitalization and Warehousing Digitalization on Operational Efficiency through Integrated Information Systems as a Mediating Variable in E-commerce Logistics Service Providers in Jabodetabek
Xvi + 155 page
Efective Information

This study aims to analyze the effects of transportation digitalization and warehousing digitalization on operational efficiency through an integrated information system as a mediating variable in e-commerce logistics service providers in the Jabodetabek area.

This study employed a quantitative method with an explanatory approach. The sample consisted of 100 respondents, comprising operational employees and couriers working for e-commerce logistics service providers in Jabodetabek, who were selected using purposive sampling. Data were collected through questionnaires. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS), including the evaluation of the measurement model (outer model), structural model (inner model), and hypothesis testing.

The results showed that warehousing digitalization had a positive and significant effect on operational efficiency and the integrated information system. Transportation digitalization had a positive and significant effect on the integrated information system, but did not have a significant effect on operational efficiency. The integrated information system also did not have a significant effect on operational efficiency and did not mediate the effects of either transportation digitalization or warehousing digitalization on operational efficiency.

Keywords : Transportation Digitalization, Warehousing Digitalization, Integrated Information System, Operational Efficiency, E-commerce Logistics.