

ABSTRACT

The need for theoretical development and the strategic repositioning in supply chain have been suggested as major challenges for supply chain researchers. Despite recent advances made by logistics, the requirement for further theoretical development on the strategic role of supply chain remains a key priority. Today's turbulent competitive environment indicates that a firm must have flexibility, responsiveness and agility in the marketplace to survive and succeed. Therefore, supply chain has become an increasing area of strategic concern for firms. Acknowledging the dramatic changes in the economy, which has become more information intensive, more global and more dependent on technology, several authors, both inside and outside the supply chain discipline, have indicated the importance of supply chain as a source of sustainable competitive advantage (SCA).

The main objective of this study is to construct a theoretical model to explain the effects of maturity utilization of information technology and the capabilities of dependent, transparent and standardization similarities to supply chain performance which are tested through three mediator variables namely the qualities of synergy, adaptability and low cost leadership. This study develop some ideas of how our understanding of the strategic role of supply chain in a dynamic environment may benefit from combining theories of principle-agency, transaction cost analysis, resource dependence, networking and resource-based view. The new concept which was developed in this study is equilateral relationship, which is a relationship based on similarities of dependence, transparency and standardization, which could potentially improve supply chain performance.

The sampling technique used the census method. The data was collected from a survey of 189 functional managers / senior staff of automotive and automotive components company listed on GAIKINDO, AISI and GIAMM. The data analysis was performed with structural equation model and supported by AMOS 18 and SPSS 16.

The results of statistical tests indicated that the maturity of information technology utilization and capability of standardization similarity have positive and significant impact on the quality of low-cost leadership. The further findings indicated that the capability of dependent similarity has positive and significant impact on the quality of synergy and capability of transparent similarity has positive and significant impact on the quality of adaptation. Furthermore, the results of statistical tests confirmed that the qualities of synergy, adaptability and low-cost leadership had a positive and significant impact on supply chain performance, and on the other hand, the dependent similarity capability had positive but not significant impact on the performance of the supply chain.

Keywords : capability, dependence, transparency, standardization, information technology, adaptation, synergies, low cost leadership and supply chain performance.