

ABSTRACT

PT. Kereta Api Indonesia (Persero) is a company engaged in the transportation sector by showing extraordinary achievements, namely by implementing digital internal and external processes in building a company to be more adaptive. The application of digitalization is followed by growth in the performance of companies that have good value so that they can support the digital ecosystem by having an impact that makes needs more effective and efficient. Therefore, this study aims to examine whether by implementing digitalization and digital connectivity, PT.KAI is able to make the company more effective and efficient in a sustainable manner.

This study aims to find out how digitalization, supply chain capability, digital culture, digital connectivity and technological turbulence relate to operational performance in implementation at PT. Kereta Api Indonesia (Persero) especially in the RAPID system. In addition, it also evaluates and recommends strategies to increase the implementation of digitalization in the company.

The data collection technique in this study used questionnaires to 48 employees of PT. Kereta Api Indonesia (Persero) in the logistics division as well as collecting secondary data from relevant data. Sampling is by purposive sampling method with non-probability sampling. The implemented analytical method is descriptive analysis using a quantitative approach through SEM (Structural Equation Modeling), especially Partial Least Square (PLS), with the application of SmartPLS software to evaluate both external and internal models.

Based on the research results, it was found that there were two hypotheses that were rejected or had no effect, namely hypothesis 1 and hypothesis 7 which stated that digitalization did not directly affect operational performance and the second hypothesis was digital connectivity to operational performance.

This research recommends PT. Kereta Api Indonesia (Persero) to continue to improve and maintain the RAPID system that has been implemented so that it can continue to improve company performance which will later facilitate relations between internal and external companies to prepare needs that indicate activities at PT.KAI.

Keywords: company operational performance, digital culture, supply chain capabilities, environmental turbulence, digitalization, digital connectivity