ALIGNMENT MODEL DEVELOPMENT OF PROJECT AND BUSINESS STRATEGIES FOR CONTRACTOR IN INDONESIA

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ABSTRACT

Contractors’ competency abilities and industrial competitive power in Indonesia are still classified in lower level. These conditions are also supported with the few contractors’ industrial responsive level to participate in Asian level tenders. Alignment between company’s and project’s strategies is significantly required to allow those national contractors to participate in tenders, and to enhance their industrial competitive power. This research has its aim to determine those indicators affecting the business strategy, project strategy, measuring alignment, alignment modeling, , and model test on the real case. Method for entity business analysis with factor analysis and method model of alignment with matrix HOQ (House of quality) from the QFD (Quality Function Deployment) method and collaboration with canonical analysis. Business entity dominantly influencing the competitive power was conducted through questionnaire of contractor industrial stakeholders, involving 20 internal variables, and 23 external variables, respectively. The dominant influence of project entity to enhance project performance involved 61 technical variables, and 15 non technical variables, respectively. This variable was build “WHAT” and “HOW” matrix alignment model. The relationship between WHAT and HOW matrix obtained an alignment function. Functions that are formed are then applied on real case of two national construction industry implementers. Alignment on a real case results obtained alignment value > 5. Model tes was evaluated and validation applied the TAM (Technical Assistance Method) model, addressed upon the perception of model function. A validation grade of 0.972 > 0.5 was achieved by applying 8 criterion and grade scale of 1 to 5 and also by statistic assistance, which mean that the model was valid. The model design was of industrial based character for big scale contractor companies in Indonesia, and other contractor industries with the relative similar business and project characteristics. The potential advanced researches for further development consist of: the design of the same kind model by adding project team’s characteristic for big scale contractor industry, the same kind model for small/middle scale industries, and software modeling.

Keywords: Alignment, project strategy, business strategy, contractor