

ABSTRAK

Reverse Logistics adalah salah satu faktor yang saat ini mulai diperhatikan sebagai faktor penting oleh perusahaan terutama yang bergerak pada industri ritel pada saat ini. Didalam industri ritel, perusahaan harus berfokus untuk memenuhi kebutuhan pelanggan agar dapat terus bersaing didalam pasar. Untuk dapat terus bersaing harus memiliki keunggulan bersaing. Salah satu caranya adalah dengan mengelola sistem *reverse logistics* untuk melakukan penghematan biaya.

Penelitian ini membahas tentang faktor anteseden yang mempengaruhi kapabilitas *reverse logistics* perusahaan antara lain; orientasi terhadap pelanggan, perilaku oportunistis pelanggan, komitmen terhadap sumber daya, serta perjanjian kontraktual. Setelah itu melihat pengaruh kapabilitas *reverse logistics* terhadap penghematan biaya perusahaan.

Hasil pada penelitian ini, menunjukkan bahwa orientasi terhadap pelanggan, komitmen terhadap sumber daya serta perjanjian kontraktual memiliki pengaruh positif terhadap kapabilitas *reverse logistics* perusahaan. Sedangkan perilaku oportunistis pelanggan berpengaruh negatif terhadap kapabilitas *reverse logistics*. Dan terbukti bahwa kapabilitas *reverse logistics* memiliki pengaruh positif terhadap penghematan biaya.

Kata kunci: reverse logistik, anteseden *reverse logistics*, kapabilitas *reverse logistics*, penghematan biaya.

ABSTRACT

Reverse Logistics is one of the factors that are now starting to be considered as an important factor by the company primarily engaged in the retail industry. In the retail industry, the company must focus on fulfilling customer needs in order to continue to compete in the competitive market. To be able to continue to compete, company must have a competitive advantage. One way is to manage reverse logistics system to achieve cost savings.

This study discusses the antecedent factors that affect the capability of reverse logistics companies, among others; orientation to the customer, the customer opportunistic behavior, commitment of resources, as well as contractual agreements. After that see the effect of reverse logistics capability to cost savings the company..

The results in this study, showed that the customers orientation, commitment of resources and contractual arrangements are positively associated with reverse logistics capabilities, and the customers opportunism are negatively associated with reverse logistics capabilities. Proved that the reverse logistics capabilities have a positive impact on cost savings..

Keywords: reverse logistics, antecedents of reverse logistics, reverse logistics capability, cost savings.