

**PENGARUH FAKTOR-FAKTOR LINGKUNGAN *CONCURRENT ENGINEERING* TERHADAP KINERJA PENGEMBANGAN PRODUK :
STUDI EMPIRIS PADA INDUSTRI MANUFAKTUR
DI INDONESIA**

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Abstract

The objective of this research was to study the effect of Concurrent Engineering environmental factors on product development performance that measured by overall variables of financial performance, operational performance, and product development performance. Using multiple regression to test the effect simultaneously and using simple regression to test the environmental factors of Concurrent Engineering effect on financial performance, operational performance and on overall performance.

The results of data analysis found that all environmental factors of Concurrent Engineering effect individually didn't influence financial performance, but simultaneously influenced financial performance 9,8%. Organizational factor, communication infrastructure factor and product development factor individually didn't influence operational performance. Customer requirements factor negatively influenced operational performance and strategic integration factor positively influenced operational performance. Simultaneously all Concurrent Engineering environmental factors didn't influence operational performance. Organizational factor, communication infrastructure factor and product development factor individually didn't influence overall product development performance. Customer requirements factor negatively influenced overall product development performance and strategic integration factor positively influenced overall product development performance. Simultaneously all Concurrent engineering environmental factors didn't have effect on overall product development performance.

Keywords: *Concurrent engineering, communication infrastructure, and requirement.*

Pendahuluan

Pengembangan produk merupakan hal yang sangat penting bagi kelangsungan hidup perusahaan. Namun sebagian besar perusahaan harus secara terus menerus mengembangkan produknya. Perusahaan yang tidak melaksanakan pengembangan produk secara kontinyu akan sangat ketinggalan dan tidak mungkin mampu bersaing. Dalam industri yang bersifat berubah cepat pengenalan produk baru merupakan satu cara