

ABSTRACT

This research is motivated by the automotive industry in Indonesia which is growing rapidly, this also affects the development of manufacturing components, raw materials, and other materials needed in automotive assembly, both cars and motorcycles. The increasing number of new companies that are emerging will tighten competition in business, so a long-term strategy is needed so that companies can survive in the business market.

The method used in this study is quantitative using the Agility Maturity Model with all staff and five managers at PT. Xyz Indonesia as survey respondents. In this study we used the credibility test (internal validity) through triangulation to test interview instruments and survey data.

Elements used in factor analysis to test specific elements for PT. Xyz Indonesia. Furthermore, the results of the survey data are processed with the total number of each Likert value question broken down by different groupings of cohorts. This raw data is then entered into a modeling spreadsheet, which changes the number of Likert to mean and variance per question or cohort grouping, used to produce output that shows the level of maturity of the organization's agility throughout the organization. The output results will show scores and gaps to show the position of agility and the best alternative strategy for PT. Xyz Indonesia.

Keywords: Agility, Agility Prerequisites, Individual Agility, Structure of Increasing Agility, Strategy.