

ABSTRAK

NAUFAL YURFANA AISAL, ANALISA KEANDALAN PASOKAN DAN HARGA TERHADAP MINAT BELI BIOMASSA DENGAN PENDEKATAN BUSINESS MODEL CANVAS STUDI KASUS DI PT BEST

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Penelitian ini membahas pengaruh keandalan pasokan dan harga terhadap minat beli biomassa di PT Bakti Energi Sejahtera (PT BEST) dengan menggunakan pendekatan Business Model Canvas (BMC). Dalam proses transisi menuju energi terbarukan, biomassa menjadi salah satu alternatif strategis sebagai pengganti batu bara untuk mendukung program co-firing pada pembangkit listrik tenaga uap (PLTU). Dalam implementasinya di tingkat operasional pembangkit, aspek keandalan pasokan dan harga menjadi faktor penting yang memengaruhi penerimaan dan minat beli biomassa dari perspektif pengguna.

Penelitian ini menggunakan metode kuantitatif dengan desain eksplanatori dan analisis regresi linier berganda. Data penelitian diperoleh melalui penyebaran kuesioner kepada pegawai PLTU yang terlibat langsung dalam penggunaan biomassa pada program co-firing, serta didukung oleh studi literatur dan data sekunder terkait realisasi pasokan biomassa. Hasil penelitian menunjukkan bahwa keandalan pasokan dan harga berpengaruh positif dan signifikan terhadap minat beli biomassa, baik secara parsial maupun simultan, yang ditinjau dari perspektif pengguna di unit PLTU.

Melalui pendekatan BMC, aspek keandalan pasokan dianalisis melalui elemen Key Partnerships, sedangkan aspek harga direpresentasikan dalam elemen Revenue Streams. Kedua elemen tersebut digunakan untuk menjelaskan Value Proposition PT BEST sebagai pemasok biomassa yang andal dan kompetitif dalam mendukung program co-firing PLTU. Secara akademik, penelitian ini diharapkan dapat memperkaya kajian di bidang manajemen rantai pasok dan model bisnis pada sektor energi terbarukan. Secara praktis, hasil penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi PT BEST dalam merumuskan strategi bisnis yang lebih adaptif, kompetitif, dan berkelanjutan.

Kata kunci: keandalan pasokan, harga, minat beli, biomassa, Business Model Canvas.

ABSTRACT

NAUFAL YURFANA AISAL, ANALYSIS OF THE EFFECT OF SUPPLY RELIABILITY AND PRICE ON BIOMASS BUYING INTEREST USING THE BUSINESS MODEL CANVAS APPROACH CASE STUDY AT PT BEST

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This study discusses the influence of supply and price reliability on biomass buying interest in PT Bakti Energi Sejahtera (PT BEST) using the Business Model Canvas (BMC) approach. In the transition process to renewable energy, biomass is one of the strategic alternatives as a substitute for coal to support co-firing programs in steam power plants (PLTU). In its implementation at the operational level of the plant, the reliability of supply and price aspects are important factors that affect the acceptance and buying interest of biomass from the perspective of users.

This study uses a quantitative method with explanatory design and multiple linear regression analysis. The research data was obtained through the distribution of questionnaires to coal-fired power plant employees who are directly involved in the use of biomass in the co-firing program, and supported by literature studies and secondary data related to the realization of biomass supply. The results of the study show that the reliability of supply and price have a positive and significant effect on the buying interest of biomass, both partially and simultaneously, which is reviewed from the perspective of users in coal-fired power plants.

Through the BMC approach, the supply reliability aspect is analyzed through the Key Partnerships element, while the price aspect is represented in the Revenue Streams element. These two elements are used to explain PT BEST's Value Proposition as a reliable and competitive biomass supplier in supporting the co-firing program of coal-fired power plants. Academically, this research is expected to enrich studies in the field of supply chain management and business models in the renewable energy sector. Practically, the results of this research are expected to be considered for PT BEST in formulating a more adaptive, competitive, and sustainable business strategy.

Keywords: *supply reliability, price, buying interest, biomass, Business Model Canvas.*