

ACCEPTANCE OF BLOCKCHAIN TECHNOLOGY IN SUPPLY CHAIN MANAGEMENT IN INDONESIA: AN INTEGRATED MODEL FROM THE PERSPECTIVE OF SUPPLY CHAIN PROFESSIONALS FOR SUSTAINABILITY

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Abstract

Blockchain technology is a significant breakthrough in the world of modern supply chain management. In the Indonesian context, this study places emphasis on the acceptance of blockchain technology by professionals in the supply chain industry. The research is based on the understanding that efficient supply chain management is an essential element of business success in the current era of globalization. The integrated model developed in this research involves an inclusive approach that takes into account multiple perspectives from supply chain professionals. In the process, we analyze the level of acceptance of blockchain technology, identify the benefits that this technology can provide, and illustrate the potential role of blockchain in improving sustainability in the supply chain. The results show that the acceptance of blockchain technology in Indonesia is positive. Supply chain professionals recognize the added value that this technology can provide in improving transparency, security, and efficiency in their supply chains. The integrated model proposed in this study provides valuable guidance for Indonesian supply chain practitioners in implementing blockchain technology in their operations. As such, this research makes an important contribution to the understanding of the acceptance of blockchain technology in the context of supply chain management in Indonesia, which can support steps towards a more efficient, transparent, and sustainable supply chain in the future.

Keywords: Blockchain Technology Acceptance, Supply Chain Management, Indonesia, Integrated Model, Supply Chain Professional Perspective, Sustainability, Blockchain Technology Adoption, Technology Integration in Supply Chain, Supply Chain Innovation, Supply Chain Efficiency

INTRODUCTION

Efficient supply chain management is key to maintaining business sustainability in the era of globalization [Smith, 2019]. A good supply chain enables products or services to be delivered in a timely, cost-efficient manner and with a high level of customer satisfaction. However, managing a supply chain well is no easy task, given its increasing complexity along with business growth and technological developments. Amidst this complexity, blockchain technology has emerged as a promising solution to address some of the key challenges in supply chain management [Nakamoto, 2008]. Blockchain technology, initially associated with the digital currency Bitcoin, has evolved into a highly relevant and useful tool in the context of modern supply chain management. Blockchain is a decentralized system that records every transaction in a secure and immutable network, creating a high level of transparency, security, and integrity. In the context of supply chain management, blockchain has the potential to increase transparency, reduce risk, and improve operational efficiency. However, the adoption of blockchain technology in supply chain management does not come naturally. The introduction and acceptance of new technologies in a supply chain context requires deep understanding, organizational culture change, and significant investment [Lee, 2020]. Therefore, this study aims to investigate how supply chain professionals in Indonesia accept and adopt blockchain technology as part of their strategy.

The Indonesian context:

Indonesia is a country that has a very important supply chain in the global context [Suryanto, 2021]. With key sectors such as agriculture, mining, and manufacturing strong, Indonesia's supply chain contributes greatly to the country's economy. Therefore, the adoption of blockchain technology in supply chain management in Indonesia can have a significant impact on economic efficiency, security, and sustainability. However, the adoption of blockchain technology in supply chain management in Indonesia does not come without challenges. There are various factors to consider, such as sufficient understanding of this technology, investment in the necessary infrastructure, as well as changes in organizational culture. Therefore, this research will investigate how supply chain professionals in Indonesia face these challenges and how they accept blockchain technology as part of their strategy to improve their supply chains.

Expected Research Outcomes:

This research will combine data from various sources, including literature, case studies, and public data to provide a better understanding of how supply chain professionals in Indonesia accept and adopt blockchain technology [Johnson, 2022]. The results of this study will assist in developing better recommendations and guidance for practitioners in implementing blockchain technology in their supply chain management. In addition, this research will also provide a better understanding of the potential positive impacts that the adoption of this technology can have in the Indonesian context, including increased efficiency, transparency, and security in the supply chain.

Efficient supply chain management is an important factor in maintaining business sustainability in the era of globalization. Blockchain technology offers a promising solution to improve supply chain management by increasing transparency, security, and efficiency. This research aims to investigate how supply chain professionals in Indonesia are accepting and adopting blockchain technology, which in turn can help direct the steps towards a more efficient, transparent, and sustainable supply chain in the future.

RESEARCH METHODS:

Research method is an essential component in a scientific study that helps in exploring in-depth understanding and analyzing relevant issues. In this research, the method used is analysis and review, with a qualitative approach. This section will provide a more detailed explanation of the research method applied.

Qualitative Approach:

A qualitative approach was chosen because this research aims to understand complex issues and in-depth understanding of the adoption of blockchain technology in supply chain management in Indonesia (Creswell, 2014). This approach allows researchers to explore the multiple perspectives and possibly diverse understandings of supply chain professionals.

Data Collection:

Document Analysis: The first data collection method was document analysis. In this stage, researchers collected relevant documents related to the adoption of blockchain technology in supply chain management in Indonesia. These documents included previous research reports, scientific articles, industry reports, government policies, and other sources that could provide insight into the development of blockchain technology in the context of supply chains in Indonesia (Creswell, 2014).

Literature Review:

In addition to document analysis, literature review will be an important component of data collection. Researchers conducted a comprehensive literature search related to the acceptance of blockchain technology in supply chain management (Smith, 2020). The literature searched includes scientific articles, books, journals, and other publications relevant to the research topic. Reviewing the literature will help in developing a conceptual framework, identifying supporting theories, and understanding relevant previous research results (Johnson, 2018).

Research Sample:

The research sample in this method is documents and literature related to the adoption of blockchain technology in supply chain management in Indonesia. This sample includes various sources of information used in the analysis and review (Creswell, 2014). This sample will be selected based on the relevance and quality of the information presented.

Data Analysis:

Data collected through document analysis and literature review will be analyzed using a content analysis approach (Smith, 2020). Content analysis will involve identifying the main themes, concepts, and key issues that appear in the documents and literature analyzed. This research will attempt to identify trends in the adoption of blockchain technology in supply chain management in Indonesia, as well as describe the understanding and views that exist in the related literature (Johnson, 2018).

Validity and Reliability:

To ensure the validity and reliability of this study, several steps will be taken. First, in the document analysis and literature review, the researcher will look for reputable and highly credible sources (Creswell, 2014). This will assist in ensuring that the data used is reliable and relevant. In addition, the use of content analysis will allow researchers to systematically identify emerging themes and concepts in the literature. This will assist in ensuring the accuracy of the analysis and interpretation of the results (Smith, 2020).

Research Ethics :

In the analysis and review of the literature, research ethics were maintained by ensuring that all sources of information were properly cited in accordance with academic rules (Johnson, 2018). There was no primary data involving individual research subjects in this method, so there were no ethical issues relating to privacy or informed consent.

Research Limitations :

This research has some limitations that need to be recognized. First, the method was limited to analyzing and reviewing literature and analyzing existing documents (Creswell, 2014). Therefore, this study did not involve field research or primary data collection. In addition, resource and time constraints may also affect the scope of literature that can be accessed and analyzed. This is an explanation of the research method that will be used in this study. Through an analysis and review approach, this research aims to present an in-depth understanding of the acceptance of blockchain technology in supply chain management in Indonesia, based on information found in relevant documents and literature.

RESEARCH RESULTS AND DISCUSSION :**A. Research Results**

After a rigorous process of analysis and literature review, this research has produced highly relevant findings regarding the understanding and views of supply chain professionals in Indonesia regarding blockchain technology. The results reflect the diverse perspectives and

understandings that exist in the relevant literature, which has been carefully and critically analyzed.

Positive Understanding of Blockchain Technology:

The results of this study clearly show that most supply chain professionals in Indonesia have a positive understanding of blockchain technology and see its great potential in improving supply chain management (Smith, 2021). They recognize that this technology has a number of significant advantages in increasing transparency, security, and efficiency in the entire supply chain process (Jones, 2019). These findings are also in line with previous research that has revealed that blockchain technology has the potential to provide great benefits in the context of supply chain management (Brown, 2020). Supply chain professionals in Indonesia also noted that blockchain technology could play an important role in helping them to more accurately trace the origin of products and reduce the risks associated with counterfeiting and the circulation of illegal goods in the supply chain (Brown, 2020). This is a crucial consideration, given the challenges faced by many industry sectors related to product safety and supply chain integrity.

Challenges and Constraints:

However, despite these positive insights, the research also revealed that there are still a number of challenges and obstacles that need to be overcome in the process of adopting blockchain technology in supply chain management in Indonesia. One of the main challenges found is the limited understanding and in-depth knowledge of blockchain technology (Chen, 2018). While a general understanding of the basic concepts of blockchain may exist, a more in-depth understanding of implementation, integration, and potential risks is still lacking in some industry sectors. In addition, another obstacle of concern is the amount of investment required to adopt blockchain technology. The implementation of blockchain technology requires a robust infrastructure and significant start-up costs (Davis, 2017). Therefore, many organizations may feel hesitant to adopt this technology without the assurance of a quick return on investment..

Variations in Adoption:

In addition to the challenges of understanding and investment, the research results also illustrate variations in the level of adoption of blockchain technology across different

industry sectors in Indonesia. Some sectors, such as banking and logistics, tend to be more advanced in adopting this technology (Johnson, 2020). They have identified significant benefits to be gained in improving operational efficiency and providing better services to their customers. On the other hand, other sectors may still be in the early stages of consideration regarding the adoption of blockchain technology (Brown, 2020). Comprehension challenges, costs, and changes in organizational culture may be factors that slow down this adoption process.

Implications for Practitioners:

The results of this study have some very important implications for supply chain practitioners in Indonesia. First, a deep understanding of blockchain technology is key to taking full advantage of it (Chen, 2018). Practitioners should be willing to invest in training and education to improve their understanding of blockchain technology and how to integrate it in their supply chain operations. Second, keep in mind that the adoption of blockchain technology will not happen instantly (Davis, 2017). Practitioners must carefully plan a long-term strategy that considers all aspects of investment, integration, and the necessary organizational culture changes. Third, collaboration between various stakeholders in the supply chain is crucial for the successful adoption of blockchain technology (Johnson, 2020). Practitioners need to work closely with their business partners, suppliers, and customers to ensure that this technology can be smoothly integrated in their supply chains.

The results of this study illustrate that most supply chain professionals in Indonesia have a positive understanding of blockchain technology and see its potential in improving supply chain management (Smith, 2021). However, the challenges of understanding, investment costs, and variations in technology adoption rates are still issues that need to be addressed. With deep understanding, awareness of these challenges, and strong collaboration between stakeholders, supply chain practitioners in Indonesia can reap the tangible benefits of blockchain technology in their efforts to maintain an efficient, transparent, and sustainable supply chain in this era of globalization. With concerted efforts and seriousness in facing these obstacles, the future of supply chain in Indonesia looks bright.

B. Discussion

This discussion section will detail the implications of the research results in the context of supply chain management in Indonesia. The discussion will cover the challenges that may be faced in adopting blockchain technology and how the proposed integrated model can help overcome these obstacles.

Challenges in Adopting Blockchain Technology: The adoption of blockchain technology in supply chain management in Indonesia does not come without challenges. Most of these challenges have been identified through an analysis of the literature and various related studies that have been conducted in different parts of the world. **Lack of Understanding and Knowledge:** One of the main challenges is the lack of in-depth understanding and knowledge of blockchain technology (Chen, 2018). Many supply chain professionals may not yet have a comprehensive understanding of how blockchain technology can be implemented and contribute to improving the efficiency of their supply chains. This points to the need for investment in training and education to improve understanding of blockchain technology. **Investment Costs:** The second challenge is the investment cost required to adopt this technology (Davis, 2017). The implementation of blockchain technology requires a robust infrastructure and significant start-up costs. Therefore, organizations need to carefully consider the investment required and develop a long-term plan to overcome these barriers. Related to this, there is the expansion of blockchain network infrastructure and technology support that should be factored into the investment plan. **Change in Organizational Culture:** Another challenge is the change in organizational culture (Johnson, 2020). Organizations may need to change the way they work and collaborate with business partners, suppliers, and customers to make effective use of these technologies. This requires commitment and readiness to adapt to changes in business processes.

A Unified Model to Address Challenges: The unified model proposed in this research is a significant first step in addressing the various challenges that may arise when adopting blockchain technology in supply chain management in Indonesia. The model includes several important aspects: 1. **Increased Understanding:** Increased understanding of blockchain technology is a crucial first step. Supply chain professionals must be able to understand the basic concepts, benefits, and potential applications of this technology in the

context of their supply chains (Smith, 2021). To achieve a deeper understanding, quality training and education on blockchain technology should be available and accessible to practitioners (Jones, 2019). 2. Investment Planning: Careful long-term investment planning is needed to address the challenge of investment costs (Brown, 2020). Organizations must be able to accurately estimate implementation costs, including the purchase of blockchain hardware and software, development costs, and long-term operational costs. The long-term benefits of blockchain technology, such as reduced operational costs and increased efficiency, should also be factored into this planning. 3. Collaboration Between Stakeholders: Collaboration among stakeholders in the supply chain is key in overcoming barriers related to organizational culture change (Johnson, 2020). Practitioners should communicate and cooperate with business partners, suppliers, and customers to design solutions that seamlessly integrate blockchain technology in their supply chains. This collaboration can also help in identifying concrete opportunities where blockchain technology can provide significant benefits.

Benefits of the Integrated Model: This integrated model not only helps in overcoming the challenges faced in adopting blockchain technology, but also provides sustainable benefits in supply chain management in Indonesia. Some of the key benefits include: 1. Increased Transparency: Blockchain technology can increase transparency in the supply chain by providing an immutable and verifiable record of every transaction or event that occurs in the supply chain (Smith, 2021). This helps in tracing the origin of products, reducing the risk of counterfeiting, and increasing customer trust. 2. Data Security: Blockchain uses strong encryption and cryptographic mechanisms to protect data in the supply chain (Jones, 2019). This reduces the risk of data leaks and cyberattacks that can undermine supply chain security. Data stored on the blockchain is also more secure from unauthorized modification or manipulation. 3. Operational Efficiency: With blockchain technology, the transaction process and tracking of goods can be done more efficiently (Brown, 2020). This can reduce operational costs and speed up the flow of products in the supply chain. In addition, increased transparency can also minimize errors and delays in the supply chain. 4. Sustainability: The integrated model proposed in this study also has significant implications for supply chain sustainability in Indonesia. By minimizing the risk of counterfeiting and ensuring product integrity, blockchain technology can support more sustainable supply chain practices (Chen, 2018). This can help in maintaining

environmental sustainability and meeting consumers' growing demands for environmentally friendly products.

In the context of supply chain management in Indonesia, the adoption of blockchain technology offers great potential to improve transparency, security, and efficiency. However, challenges of understanding, investment costs, and organizational culture change need to be overcome to achieve the full benefits of this technology. The integrated model proposed in this study provides comprehensive guidance to address these challenges. With deep understanding, careful investment planning, and collaboration among stakeholders, supply chain practitioners in Indonesia can benefit from blockchain technology in their efforts to maintain an efficient, transparent, and sustainable supply chain in this era of globalization. With concerted efforts and seriousness in overcoming these obstacles, the future of supply chains in Indonesia looks bright.

CONCLUSIONS

The acceptance of blockchain technology in supply chain management in Indonesia has shown promising prospects, as indicated by the research findings and discussions presented earlier. Supply chain professionals in Indonesia generally hold a positive view of blockchain technology and acknowledge its potential for enhancing supply chain management. Nevertheless, there are persistent challenges that need to be addressed, including the need for a more comprehensive understanding of blockchain and the associated investment costs.

The integrated model proposed in this study, as discussed in the preceding section, offers a solid framework for the seamless integration of blockchain technology into daily supply chain management practices. This model not only provides solutions to the aforementioned challenges but also outlines a robust strategic approach, encompassing a deeper comprehension of blockchain technology, meticulous investment planning, and collaborative efforts among stakeholders.

In summary, the adoption of blockchain technology in supply chain management in Indonesia represents a favorable development that holds the promise of enhancing supply chain efficiency, transparency, and sustainability. With a deeper understanding of the

technology, well-considered investment strategies, and strong collaboration among stakeholders, supply chain management in Indonesia can fully leverage the potential of blockchain technology to overcome challenges and capitalize on opportunities in the era of globalization. Consequently, the future of supply chain management in Indonesia appears bright and sustainable, aligning with the perspectives of supply chain professionals who advocate for sustainability, as evidenced in the outcomes of this research and the preceding discussions.

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