

Influence Implementation Intelligence Artificial Intelligence by PT. Gojek Indonesia in Increase Efficiency Operations, Sustainability Business, Speed Decision Making, and Competitive Excellence in Indonesia's Technology Industry

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ABSTRACT

Study This aiming For to study influence implementation intelligence Artificial Intelligence by PT. Gojek Indonesia in increasing operational efficiency, business sustainability, speed making decisions, and competitive advantages in the Indonesian technology industry. With the more rapid development of technology, especially in the transportation and on-demand services sectors, artificial intelligence becomes an important element that can give a plus mark for companies to survive and thrive. This research uses a quantitative approach with survey method to collect data from respondents who are users and partners of Gojek . Analysis done To identify how much impact implementation of artificial intelligence has on various aspects of company performance. Research results show that implementation of artificial intelligence in a significant way increases operational efficiency, speeding up the retrieval process decisions, and giving competitive superiority for Gojek in face of competition in the Indonesian technology industry. In addition, artificial intelligence also plays an important role in long-term business sustainability through innovation and service optimization.

Keywords: Artificial Intelligence , Operational Efficiency, Speed Decision Making, Sustainability Business, Competitive Excellence, Gojek , Technology Industry

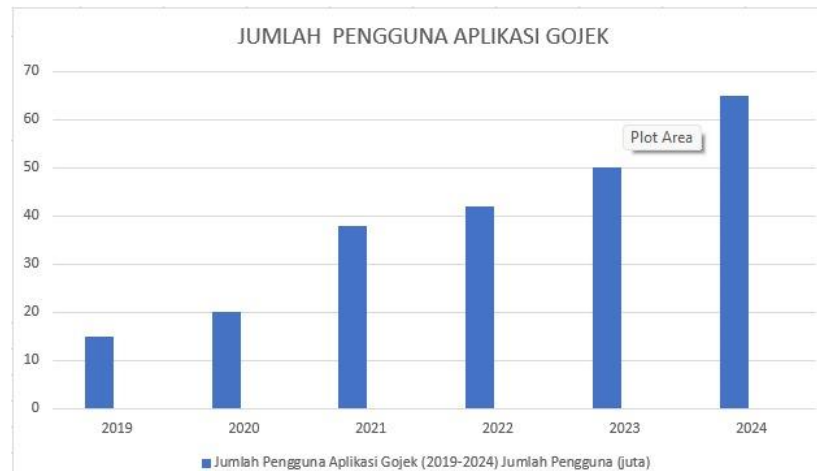
CHAPTER I

INTRODUCTION

1.1 Background

Implementation of Artificial Intelligence (AI) intelligence technology by PT. Gojek Indonesia has had a significant impact in increasing operational efficiency, business sustainability, speed of decision making, and competitive superiority in the technology industry. According to Raharja et al. (2020), AI plays an important role in managing big data in an effective way, so that allows Gojek to increase efficiency in various business processes such as allocation drivers and personalization service customers. In addition, Kartika and Santoso (2019) stated that AI adoption is capable of speeding up taking decisions, which contributes to competitive excellence companies in responding to market changes. Setiawan (2021) added that AI plays a crucial role in ensuring long-term business sustainability by allowing companies to adapt more quickly to the needs of consumers who continue to change. With AI implementation, Gojek is not only capable of increasing operational performance but also strengthening their position in the middle competitive industry, increasingly advanced technology dynamic.

Figure I.1 Number of Internet Users in Indonesia (January 2019 - January 2024)



Source : <https://katadata.co.id/digital/startup/643e43ec9803e/tren-besar-user-goto-gojek-dan-grab-isa-paling-cepat>

Implementation of Artificial **Intelligence (AI)** by PT. Gojek Indonesia has become an important factor in increasing operational efficiency and business sustainability in the Indonesian technology industry. AI plays an important role in speeding up decision making and creating competitive superiority. In the context of Gojek , AI technology is used for various functions such as route optimization, driver allocation, personalization services, as well as predicting consumer needs based on big data (*big data*). Implementation technology This helps Gojek For Not only increase service but also maintain user growth.

Based on data from **Katadata** , Gojek has shown a positive trend in growth in the number of users. Although faced with strict competition with other players like **Grab** ,

Gojek 's application of AI helps the company to maintain its position as one of the largest technology companies in Indonesia. AI enables taking more decisions faster, for example in the process of ordering and completing transactions, which increases user experience in a way overall.

In addition, AI also plays a role in increasing operational efficiency by automating previous tasks requiring human intervention. It looks like in Features like price determination dynamic pricing and inventory management service in real-time, which helps Gojek optimize source power and increase profit margins . In the context of business sustainability, AI enables Gojek For Keep going to innovate and adapt with changing market and technology needs, maintaining their relevance in a very dynamic industry.

For more clarity, this trend is seen in increasing the number of **GoTo users** (combination Gojek and Tokopedia) which remained stable and growing in a number of years lastly, although face strict competition from Grab ([Databoks](#)) . Growth This is proof of the effectiveness of the application of AI in increasing Power competitive and attracting more Lots of users in the middle of intense competition .

Implementation of **artificial intelligence (AI)** by PT. Gojek Indonesia also plays an important role in increasing operational efficiency and business sustainability. According to **Fandy Tjiptono (2014:410)** , e-service quality is the capabilities of a site or platform in facilitating the purchasing process in an effective and efficient way. In the context of This is Gojek has integrated AI to support various electronic services that enhance the quality of user experience and operational efficiency. For example, AI algorithms are used to optimize route drivers, speed up the payment process through **Gopay** , and provides service help chatbot based to overcome user problems in a fast and accurate way.

With AI, Gojek is capable of processing big data on a large scale. For increasing personalization service for users, allowing taking more decisions quickly, and giving

more solutions appropriate time. This is in line with a study previously stated that **AI is capable of speeding up making decisions** and reducing the burden of manual operations (Setiawan, 2020). Advantages competitive results generated from the application of AI also allows Gojek For Keep going innovating in Indonesia's highly dynamic technology market.

Therefore that, research regarding "Influence Implementation Intelligence Artificial Intelligence (AI) by PT. Gojek Indonesia towards Efficiency Operations, Sustainability Business, Speed Decision Making, and Competitive Excellence" focuses on how this application of AI plays a role as a main factor in increasing quality electronic service as well as user experience, who ultimately supports business growth and power competition companies in the market. Based on description background behind said, researchers do study about **"Influence Implementation of Artificial Intelligence by PT. Gojek Indonesia in Increasing Efficiency Operations, Sustainability Business, Speed Decision Making, and Competitive Excellence in the Indonesian Technology Industry"**

1.2 Problem Formulation

1. How influence implementation of artificial intelligence (AI) towards operational efficiency PT. Gojek Indonesia?
2. How far is artificial intelligence contributing in increasing sustainability of PT. Gojek Indonesia's business?
3. Gojek's operational process ?
4. How the application of AI can help Gojek in creating competitive superiority in the Indonesian technology market?
5. How does quality AI-powered services influence the user experience of the Gojek application ?
6. Does AI implementation in Gojek have a positive impact on customer satisfaction?

7. How AI supports personalization services on the Gojek platform To increase user engagement?
8. How Use of AI in Gojek helps in optimizing routes and allocating drivers?
9. How can AI technology predict consumers' needs and develop long-term business strategies on Gojek ?
10. Anything challenges faced Gojek in adopting artificial intelligence and how matter the overcome?

1.3 Research purposes

1. To analyze the influence of artificial intelligence (AI) towards efficient operations of PT. Gojek Indonesia.
2. To know the role of artificial intelligence in increasing Gojek's business sustainability .
3. For to study to what extent AI accelerates the decision-making process decisions at Gojek .
4. To analyze how AI creates competitive superiority for Gojek in the Indonesian technology industry.
5. To evaluate the impact of the application of AI to quality service and user experience of the Gojek application .
6. To evaluate the influence of the application of AI to Gojek customer satisfaction .
7. To understand how AI can support personalization services at Gojek and improve user interaction.
8. To identify the role of AI in optimizing routes and allocations drivers For operational efficiency .
9. For to study how AI can predict consumers' needs and help Gojek develop long-term business strategy.
10. To identify challenges and solutions in implementing intelligence made in Gojek .

1.4 Benefits of research

This study is expected to provide benefits both from academic and also practical aspects in the context of implementing artificial intelligence by PT. Gojek Indonesia, namely:

1. Academic Benefits :

- A. Give a theoretical contribution in understanding the influence of artificial intelligence (AI) towards operational efficiency, business sustainability, speed of making decisions, and competitive advantages in the technology industry.
- B. Expand academic study about how AI can support operational and decision-making processes more decisions fast in technology companies like Gojek .
- C. Develop literature about the use of AI in increasing quality service electronics and user satisfaction in digital platforms, as well as How matters the impact on a company's competitive power.
- D. Add outlook related to utilization of AI technology in increasing operational efficiency and effectiveness in business technology and services based on application.

2. Practical Benefits:

- A. **For Gojek management** : Research results This can be made into a basis For optimizing implementation of artificial intelligence in increasing operational efficiency and providing more services Good to users. This research can also become a reference in formulating a more innovative data-based strategy.
- B. **For technology platform managers others** : Findings study This can become a guide For applying AI to increase speed of decision making , improve operational processes , and create competitive superiority .

- C. **For the perpetrators of the technology industry** : Research This can provide an outlook on how AI can be integrated into business models to achieve business sustainability and improve efficiency on a large scale.
- D. **For developing applications and services based on technology** : Findings study can be made into reference in developing AI algorithms that are capable of giving marks add to user experience and improving customer loyalty.

CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

2.1.1 Artificial Intelligence (AI)

Artificial intelligence or *Artificial Intelligence (AI)* is one of the innovative technologies that is capable of modeling intelligence man in machine. AI uses algorithms and data to make decisions or similar predictions with method man processing information (Russell & Norvig, 2021). According to Scherer (2016), AI is defined as a technology that enables machines to study from experience, understand natural language, recognize patterns, and do various cognitive tasks which usually require human intelligence.

In a business context, the application of AI has proven capable of increasing operational efficiency, speed of decision making, and competitive advantages. Gojek , as one of the largest technology companies in Indonesia, has adopted AI to support the retrieval process more decisions fast and automatic, starting from order management until recommendation service for users. This is relevant to findings from Davenport & Ronanki (2018), which states that AI is capable of automating the previously complex

tasks requiring human power, so that increase productivity and reduce operational costs.

In addition, AI in industrial technology not only functions for automation, but also plays a role in giving a more personalized experience to users. The AI algorithm in Gojek can predict user needs based on their behavior patterns and preferences, as explained by Kaplan & Haenlein (2019), where AI-based personalization contributes big to customer loyalty and improve user satisfaction.

The use of AI in data management also allows companies like Gojek to process and analyze large volumes of data in real-time, so that they can make more decisions fast and accurate (Brynjolfsson & McAfee, 2017). This is in line with the draft that AI makes it possible to take data-driven decision-making, which is very important in competitive industry.

AI also strengthens business sustainability by allowing prediction of more market trends accurately and long term strategy development (Shah et al., 2020). In terms of This, AI provides competitive superiority for technology companies, including Gojek , in adapting to market changes in dynamic

2.1.2 Operational Efficiency

Operational efficiency refers to the ability of an organization to maximize output while minimizing input, so that it reduces waste and increases productivity (Baker & Sinkula, 2005). In the context of companies based on technology such as PT. Gojek Indonesia, the implementation of modern technology, especially Artificial Intelligence (AI), has become key in achieving more operational efficiency Good.

Application of AI in Gojek operations allows automation of various processes, starting from driver management to processing orders. According to Davenport et al. (2020), AI has potential To streamline business processes and improve efficiency with method reduce time required To complete routine tasks . For example, AI algorithms can

analyze data in real time to optimize driver scheduling based on user requests, so that minimize time wait and improve driver productivity.

A study by Brynjolfsson & McAfee (2017) shows that companies that integrate AI in their operations not only experience improved efficiency but are also capable of responding to market changes more quickly. In Gojek's case , the application of AI to predict need services in various locations allows the company to adapt the number of active drivers, improve availability of services, and provide more experience Good for users.

Further, operations efficiency is also influenced by company capabilities in managing power sources in an effective way. Huang & Rust (2021) emphasize that AI integration with management source power can increase employee performance through data analysis and retrieval information - driven decisions . Gojek , for example, can use data analysis to identify high performing good drivers and provide training or appropriate incentives, so increase their motivation and productivity.

Thus, the application of AI in Gojek not only increases operational efficiency through automation and optimization, but also allows the company to be more responsive to market needs and manage source power in a more effective way. This efficiency improvement in turn can contribute to user satisfaction and long term business sustainability.

2.1.3 Sustainability Business

Sustainability business is a concept that refers to the ability of an organization to maintain operations and growth in long terms by considering social, economic, and environmental impacts (Elkington, 1997). In the context of PT. Gojek Indonesia, business sustainability is greatly influenced by the implementation of **Artificial Intelligence (AI)** , which not only increases operational efficiency but also allows the company to adapt to changing user needs and expectations.

Gojek leveraging AI to create a more responsive and adaptive business model, which is important in facing challenges in the industry fast changing technology. **Porter & Heppelmann (2014)** emphasize that companies that can innovate and utilize new technology will have bigger opportunities to achieve business sustainability. With AI, Gojek can do in-depth data analysis to understand user behavior and design more services in accordance with their needs, so that increase customer satisfaction and loyalty.

In addition, business sustainability is also related to not quite answering social companies. According to **Hahn (2013)** , companies that consider the social and environmental impact of their operations tend to have a better reputation and get support from consumers. Gojek , through an AI based initiative, can create a solution that is not only profitable from a financial aspect but also useful for society. For example, Gojek has used AI to optimize route drivers, which does not only save time and costs, but also reduces carbon emissions.

Drew (2019) also noted that business sustainability involves creation mark term long for all stakeholder interests . In this case, Gojek tries to create an interdependent ecosystem that is profitable for drivers, users and business partners. With AI implementation, companies can give more incentives Good to drivers, as well as increase user experience with more services fast and efficient.

In general Overall, the application of AI in Gojek operations contributes to sustainable business by creating adaptive business models, increasing not quite enough social answers, and providing long term marks for all stakeholder interests. Sustainability This is not only important for company growth, but also for maintaining user trust and loyalty in a very competitive industry.

2.1.4 Speed Decision-making

Speed of decision making is a key factor in the operational success of a company, especially in dynamic industries like technology and services based on applications. At

PT. Gojek Indonesia, the implementation of **Artificial Intelligence (AI)** plays an important role in speeding up the retrieval process decision, allows the company to adapt quickly to changing market conditions and user needs.

AI makes it possible Gojek For analyzing data in real-time, so decisions can be taken with accurate and precise information time. According to **Mayer -Schönberger & Cukier (2013)** , the ability to use big data and advanced analytical algorithms can speed up decision making, so that companies can respond more quickly to market demand and dynamics of users. For example, Gojek uses predictive analysis. For projects need service based on user behavior patterns, allows them to adapt the number of active drivers on certain sites and at certain times.

More continued, **Davenport (2018)** explains that AI not only increases the speed of making decisions, but also the quality of decisions made by myself. With richer information and in-depth analysis, Gojek can make more appropriate decisions regarding marketing strategy, product development, and management source power. For example, by using AI for analyzing user feedback, Gojek can identify common problems occurring and take the right action before the problem develops bigger.

Retrieval quick and accurate decisions also contribute to the user experience more good . When Gojek is capable of responding to user requests quickly, like reducing time Wait For service, this thing contributes to higher customer satisfaction. **Shah et al. (2020)** emphasize that companies that can make fast and responsive decisions will own significant competitive superiority in a crowded market.

Thus, the application of AI in Gojek not only increases the speed of decisions taken, but also improves the quality of decisions taken. Speed and accuracy This contributes to more operational performance good and more user experience satisfying, which is the end support for long term business sustainability and growth.

2.1.5 Competitive Advantages

Competitive superiority refers to the ability of a company To give more value Good to customers compared to its competitors, so that it is capable of maintaining dominant market position (Porter, 1985). At PT. Gojek Indonesia, the implementation of **Artificial Intelligence (AI)** plays an important role in creating and maintaining competitive superiority in the industry service based on application.

One of Gojek's methods of leveraging AI for competitive superiority is through personalization service. By analyzing user behavioral data, Gojek can give more relevant recommendations and offer custom made with individual user preferences. According to **López-Muñoz et al. (2018)** , personalization can increase customer loyalty and encourage use more services often, which in turn leads to income growth.

In addition, AI also helps Gojek in increasing operational efficiency which leads to reducing costs. By utilizing the algorithm to optimize driver routes and manage service requests in real-time, Gojek can reduce wait time and operational costs, which gives them superiority in offering competitive pricing. Brynjolfsson and McAfee (2017) show that companies that adopt digital technology and AI in general can reduce costs and increase profitability, making them more competitive in the market.

Superiority competitiveness is also determined by innovation. **Schumpeter (1942)** to argue that innovation is the key to creating sustainable competitive superiority. Gojek in a way continuously innovates in offering new and improved service features, such as digital payments and goods delivery services. By integrating AI into product innovation processes, Gojek can speed up development of new services suitable with market needs that are always changing.

Lastly, a strong brand reputation also becomes part of competitive superiority. With increased user experience through fast, efficient and reliable service, Gojek can build a positive image in the eyes of customers. **Keller (2001)** states that a good brand reputation can function as a barrier to competitors and attract more customers.

In general Overall, the implementation of AI at PT. Gojek Indonesia not only strengthens competitive superiority through personalization, operational efficiency, innovation and brand reputation, but also allows the company to adapt quickly to market changes and user needs. This is ensure Gojek's position as one of the leaders in industry service based on applications in Indonesia.

2.2 Formulation Hypothesis

H1: Influence Implementation Intelligence Artificial Intelligence (AI) vs. Sustainability Business

Implementation of artificial intelligence (AI) enables companies to increase business sustainability through process optimization, reduce waste, and increase efficiency in utilization of source power. Goralski and Tan (2020) stated that AI plays an important role in supporting global sustainability, especially with helping organizations achieve the Sustainable Development Goals (SDGs). In the context of sustainable business, AI provides profit by facilitating energy efficiency, minimizing environmental impact, and improving risk management. AI does not only support long term sustainability objectives but also allows companies to integrate innovation technology in their business strategy, so that they are more ready to face dynamic market challenges ([Goralski & Tan, 2020](#)).

In addition, research by Tyagi et al. (2023) shows that implementation of AI technologies such as analytical predictive, automation, and machine learning has helped companies to manage their power sources in a more effective way. This is creating a positive impact on business sustainability by reducing operational costs, improving productivity, and extending product life cycles. With AI, companies can identify new opportunities for sustainable innovation, including developing environmentally friendly products and services as well as improving supply chain efficiency ([Tyagi et al., 2023](#)).

Based on this study, it can be concluded that AI implementation in companies like Gojek can increase business sustainability through innovation technology, efficiency source power, and management greater risk Good.

Hypothesis :

- **H1** : Implementation of Artificial Intelligence (AI) is a positive influence on business sustainability.

H2: Influence Operational Efficiency on Business Sustainability

Operational efficiency is one of the main factors that determines business sustainability, especially in the technology sector. Efficiency This reflects the company's ability To utilize power sources optimally with minimize waste and reduce costs. Nishant et al. (2020) explained that by using technology like AI, companies can reduce energy intensity, increase process efficiency, and reduce waste source power. This is a direct impact to sustainable business by creating a structure more costs efficient and power more competitive high ([Nishant et al., 2020](#)).

study by Gambhir and Bhatt (2022) showed that operational efficiency results generated through implementing intelligent technology help companies face market pressure, both from environmental and also economic aspects. With a more efficient , companies can reduce carbon emissions and utilize source power in a more responsible way , so that strengthening their sustainability strategies ([Gambhir & Bhatt, 2022](#)).

Based on these findings, operational efficiency is an important element in business sustainability, especially in industries based on technology like Gojek .

Hypothesis :

- **H2** : Operational efficiency has a positive influence on business sustainability.

H3: Influence of Competitive Superiority on Business Sustainability

Competitive superiority allows companies to differentiate themselves in the market through innovation, product quality, or superior service. In the context of business sustainability, competitive excellence plays an important role because create unique value for customers and improve the company's power stand in face market dynamics. Dhiman et al. (2024) highlight that implementation of technology like AI helps companies To build competitive superiority through predictive analysis, real-time data processing, and innovation more products good. This is allows companies to respond to market needs more quickly and efficiently, so that strengthening their sustainability strategies (Dhiman et al., 2024).

Tyagi et al. (2023) also shows that competitive superiority obtained through sophisticated technology, like AI, not only supports operational efficiency but also allows companies to strengthen their connections with customers through more user experience good and personalized service. This is contribute directly to business sustainability by ensuring customer loyalty and improving companies' competitive position in the global market [\(Tyagi et al., 2023\)](#).

Thus, the competitive advantages can be considered as foundation for business sustainability in the technology industry.

Hypothesis :

- **H3** : Competitive advantages have a positive influence on business sustainability.

H4: Influence Application of AI to Speed Decision-making

Implementation of artificial intelligence (AI) provides a significant impact on speed of decision making in organizations. With the ability to process data in real-time, AI helps companies get more insight fast and accurate compared to traditional methods. Uwaoma et al. (2024) explained that AI technology can minimize the time required To analyze data with predictive algorithms and machine learning, so that allows taking

more decisions quickly and efficiently . In addition, AI is capable of providing strategic recommendations based on in-depth data analysis, so companies can quickly respond to market challenges and opportunities (Uwaoma et al., 2024).

study by Selim et al. (2024) showed that AI helps organizations speed up the retrieval process decisions in various sectors, including operational management and business strategy. AI technologies such as Robotic Process Automation (RPA) enable companies to reduce information processing time, improve efficiency, and make data-based decisions more quickly (Selim et al., 2024).

Speed taking more decisions Good This is important, especially for companies based on technology like Gojek , where the fast response to market dynamics becomes a key success factor.

Hypothesis :

- **H4** : AI implementation has a positive impact on speed of decision making.

H5: Influence Operational Efficiency to Speed Decision-making

Operational efficiency in a way directly contributes to accelerated decision making in the organization. In the context of modern business, operational efficiency enables a more efficient work process fast and reduces the time required For data processing, so that supports taking more decisions quickly and effectively. Nishant et al. (2020) explained that by utilizing technology like AI, organizations can increase operational efficiency through automating routine tasks and reducing complexity in supply chains. Efficiency This Not only lower cost but also shorten time required For access relevant information, so that allows taking more decisions faster ([Nishant et al., 2020](#)).

Gambhir and Bhatt (2022) added that high operational efficiency allows companies to streamline the process of data collection and analysis. By system more work efficient, management can easily get important information to support fast and accurate strategic decision making ([Gambhir & Bhatt, 2022](#)).

Efficiency optimized operations with technology like AI is very relevant in the context of a company like Gojek , where the speed of decision making becomes the main determinant of success in a competitive market.

Hypothesis :

- **H5** : Operational efficiency has a positive influence on speed of decision making.

H6: Influence Competitive Superiority to Speed Decision-making

Competitive superiority allows companies to respond to market changes more quickly through access to technology, data and innovative strategies. In the context of this, the competitive advantages of AI based have an important role in increasing speed of decision making with give a more strategic outlook good. Research by Dhiman et al. (2024) shows that companies that adopt AI as part of the strategy of competitive excellence they can make decisions more quickly thanks to predictive analytics and algorithmic intelligent data processing on a large scale. This is allows companies to quickly respond to market dynamics and business opportunities (Dhiman et al., 2024).

Tyagi et al. (2023) also highlighted that superior competitive results generated through AI technology improves the efficiency of the retrieval process decisions . With AI, companies can utilize information based on accurate data to speed up response time to market challenges and customer needs ([Tyagi et al., 2023](#)).

In the context of Gojek , competitive advantages through innovation technology as AI allows the company to take strategic decisions more quickly, especially in fast-paced industries. fast like technology transportation and services based on application.

Hypothesis :

- **H6** : Competitive advantages have a positive influence on speed of decision making.

H7: Influence Speed of Decision Making regarding Business Sustainability

Speed of decision making is one of the key supporting factors for business sustainability, especially in dynamic markets. Companies that are able to make fast decisions based on accurate data own superiority in adapting to market changes, managing risk, and taking advantage of opportunity in an effective way. Gambhir and Bhatt (2022) explain that taking quick decisions allows companies to respond to risk environment and market better, that in the end increases business sustainability ([Gambhir & Bhatt, 2022](#)).

Uwaoma et al. (2024) also found that taking quick decisions, especially with AI technology support, enables companies to remain competitive in the market at the same time supporting long-term sustainability objectives. With the right decision time, companies can reduce uncertainty and ensure that their business operations are still relevant and efficient in the midst of market changes (Uwaoma et al., 2024).

In the case of Gojek , speed of decision making becomes an important element to ensure business continuity in industry technology in fast motion.

Hypothesis :

- **H7** : Speed of decision making has a positive influence on business sustainability.

H8: Mediation Speed Decision Making between AI and Business Sustainability

The application of AI has a significant influence to business sustainability, but this influence can be reinforced through speed taking decisions generated by technology said. Uwaoma et al. (2024) showed that AI provides the ability to companies to process data in real-time and produce strategic outlook to support fast decision making. Speed This, in turn, allows companies to respond to market dynamics more efficiently, which contributes to business sustainability (Uwaoma et al., 2024).

Research by Tyagi et al. (2023) also supports the view that AI is No direct strengthen business sustainability through taking more decisions fast and accurate . In the context of this, speed decision making functions as a mediation mechanism that explains how AI improves business sustainability with a better way significantly ([Tyagi et al., 2023](#)) .

Thus, mediation speeds decision making to clarify the connection between AI applications and business sustainability in a company like Gojek .

Hypothesis :

- **H8** : Speed of decision making mediates the connection between AI applications and business sustainability.

H9: Mediation Speed Decision Making between Efficiency Operations and Sustainability Business

Operational efficiency itself has a significant influence on business sustainability, but this connection can be reinforced by speed of decision making as a mediation variable. In business processes, operational efficiency produces relevant and accurate data with more quickly, supportive taking responsive decisions to market challenges and opportunities. Nishant et al. (2020) stated that efficiency optimized operations through advanced technology as AI allows companies to reduce work process obstacles, so that supports making more strategic decisions quickly and targeted. Retrieval more decisions fast This, in turn, strengthens the company's standing power in achieving long-term sustainability ([Nishant et al., 2020](#)).

Gambhir and Bhatt (2022) highlight that operational efficiency not only reduces waste and carbon emissions, but also speeds up the process of decision making by providing more structured and relevant data for management. Thus, speed decision making acts as a strengthening connector impact operational efficiency to business sustainability ([Gambhir & Bhatt, 2022](#)).

In the context of Gojek , efficiency supported operations technology allows the company to respond to market changes quickly, the important thing is to support business sustainability they are in the industry very competitive technology.

Hypothesis :

- **H9** : Speed of decision making mediates the connection between operational efficiency and business sustainability.

H10: Mediation Speed Decision Making between Competitive Superiority and Sustainable Business

Competitive superiority allows the company to offer a unique mark that is not easily imitated by competitors, which strengthens business sustainability. However, the impact This becomes more significant when powered by speed making high decisions. Competitive excellence based on technology, such as application of AI, providing company access to strategic outlook and relevant market data, enabling them to make fast and accurate decisions. Research by Dhiman et al. (2024) shows that data based competitive superiority not only increases a company's competitive power but also speeds up taking strategic decisions. Quick decisions This helps companies respond to market opportunities more efficiently, which ultimately strengthens the sustainability of their business (Dhiman et al., 2024).

Tyagi et al. (2023) also supports the view that companies with competitive superiority based on technology own more capabilities Good For responding to market challenges in general quickly. In the context of this, speed decision making functions as a mediation variable that connects competitive superiority with business sustainability, ensuring that additional marks generated by the company are still relevant and sustainable ([Tyagi et al., 2023](#)).

In the context of Gojek , competitive advantages through innovation technology that enables taking quick decisions will become an important factor in ensuring business sustainability in a highly dynamic technology market.

Hypothesis :

- **H10** : Speed of decision making mediates the connection between competitive superiority and sustainable business.

2.3 Research Relevance

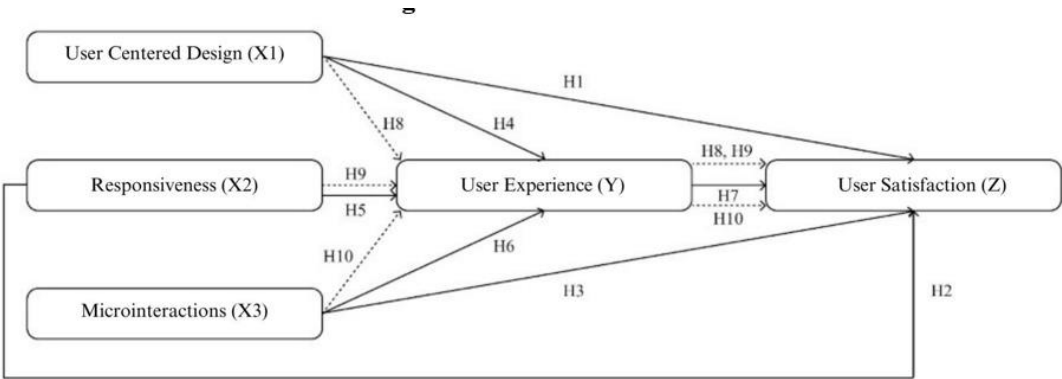
No.	Author	Journal Name	Variables	Method
1 .	Goralski & Tan	Sustainable Development Research	AI Implementation, Business Sustainability	Qualitative Analysis
2.	Nishant et al.	Environmental Efficiency Studies	Operational Efficiency, Business Sustainability	Empirical Study
3.	Dhiman et al.	Competitive Innovation Review	Competitive Advantage, Sustainability Business	Case Study Analysis
4.	Uwaoma et al.	AI and Organizational Strategy	AI Implementation, Speed of	Quantitative Data Processing

			Decision-Making	
5.	Nishant et al.	Operational Efficiency Research	Operational Efficiency Research	Efficiency Metrics
6.	Dhiman et al.	Market Dynamics and AI	Competitive Advantage, Speed of Decision-Making	Comparative Case Studies
7.	Gambhir & Bhatt	Business Sustainability Insights	Speed of Decision-Making, Business Sustainability	Impact Analysis
8.	Uwaoma et al.	Real Time Decision Research	AI Implementation, Business Sustainability (Mediation)	Structural Equation Modeling (SEM)
9.	Gambhir & Bhatt	Operational Strategy Studies	Operational Efficiency, Business Sustainability (Mediation)	Regression and Mediation Analysis
10.	Dhiman et al.	Strategic Advantage Journal	Competitive Advantage, Sustainability	Data Driven Comparative Study

			Business (Mediation)	
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2.4 Thinking Framework

Following framework thinking on research This



Source: Data Processing 2024

Figure 2.4 Framework Think

2.5 Hypothesis Study

Based on the framework theory mentioned, the following hypothesis in research This.

- H 1: Implementation of Artificial Intelligence (AI) is a positive influence on business sustainability.
- H 2: Operational efficiency has a positive influence on business sustainability.

- H 3: Competitive advantages have a positive influence on business sustainability.
- H4: AI implementation has a positive impact on speed of decision making.
- H5: Operational efficiency has a positive influence on speed of decision making.
- H6: Competitive advantages have a positive influence on speed of decision making.
- H 7: Speed decision making has a positive influence on business sustainability.
- H 8: Speed decision making mediates the connection between AI applications and business sustainability.
- H 9: Speed decision making mediates the connection between operational efficiency and business sustainability.
- H10: Speed decision making mediates the connection between competitive superiority and sustainable business.

CHAPTER III

RESEARCH METHODS

3.1 Time and Place Study

Study This was implemented during three months that is from October to month December 2024. Data collected For study This was taken online using Google Forms . This research was implemented at Jakarta State University.

3.2 Research Design

Research methods is A discipline of science that studies the right way To do scientific studies. According to Soebidjo (2013), research can be interpreted as a process for looking for back and forth for knowledge in a continuous way. In a more specific way, scientific research is a series of observations made in a way that continues to be continuous and structured, which will ultimately produce theories that are capable of explaining existing phenomena.

Study This uses **quantitative methods** . According to Sugiyono (2018, p. 14), a quantitative approach is a research method based on philosophy positivism, which is used for researching a certain population or sample, with the technique of taking

samples in a random way (random). The data obtained is collected using research instruments, and analyzed using statistical methods to answer the hypothesis that has been formulated.

3.3 Population and Sample

Population in study This is PT Gojek Indonesia employees who are directly involved in implementing and using artificial intelligence (AI) in operational company . According to Sugiyono (2018), population is a generalized area consisting of object or subject with certain characteristics conditions set by researchers For studied and then taken in conclusion . Handayani (2020) also emphasized that population covers overall elements or the subject that has similar characteristics, which becomes the target of research. In the context of this, Gojek employees are involved in application of AI in various fields, such as operational efficiency, business sustainability, speed making decisions, and development competitive superiority, chosen because they own relevant knowledge and experience related to implementation technology Arikunto (2017) added that population is all over the subject to be investigated, while sample is part of representative population overall. In this research, population chosen Because they interact in a direct way with AI technology used by the company, so that it is expected to be capable of providing accurate data about the impact of AI on corporate performance and strategy at PT Gojek Indonesia.

3.3.1 Research Sample

In this research, researchers use Non-Random Sampling technique with purposive sampling approach. According to Arikunto (2019, p. 109), sample is part or representative of the population that will be studied. Arikunto (2017:173) stated that

sample is size by the values and characteristics possessed by the population . As explained by Sugiyono (2017:81), sample is part of population that becomes a data source in research, while population is the amount of characteristics possessed by a group.

Based on above considerations, criteria Respondents in study This is the Jabodetabek public aged 18-25 years, ever do transaction purchase use service Gojek , and is a student majoring in Digital Business class of 2021, and own knowledge base about implementing artificial intelligence in technology.

Amount selected samples in study This is 100 people. Sample size This chosen based on need For get sufficient data to be able to be analyzed in a statistical way. According to Roscoe (1975), the size of ideal sample in quantitative study is between 30 to 500 respondents, so the size of 100 respondents is considered Enough To answer study questions validly and reliably.

Retrieval sample done with method identifying population that meets the above criteria, using online questionnaire for netting respondents, and collecting data through common digital platforms. used by target respondents . With this method, it is expected that the data obtained can give a clear picture about influence implementation of intelligence made by PT. Gojek Indonesia against the variables studied, as well as giving contribution for business strategy development in Indonesian technology industry.

3.4 Conceptual definitions

Artificial Intelligence (Artificial Intelligence)

It is technology that allows the system to imitate the cognitive processes of humans, including learning, data analysis, and decision making. In the context of PT. Gojek Indonesia, the implementation of artificial intelligence covers use learning algorithms

and models machine To increase quality services, speed up operational processes, and predict user needs in a way more accurate (Widyastuti & Pratama , 2023).

Operational Efficiency

Refers to the level at which a company can maximize output by minimizing use of source power. At PT. Gojek Indonesia, operational efficiency can be achieved through process automation and data analysis powered by artificial intelligence, which helps reduce operational time and costs in services provided (Sari & Budi, 2023).

Sustainability Business

It is the company's ability to operate in a sustainable way without harming the environment and society. Implementation intelligence made in PT. Gojek Indonesia is expected to increase business sustainability by creating a more operational model friendly environment as well as innovative in developing products and services (Hendriani , 2023).

Speed Decision-making

It is the time required by the company To make a decision the right strategy . In the context of PT. Gojek Indonesia, artificial intelligence allows fast and accurate data processing, so that speed up the retrieval process decision that supports more response Good for market dynamics (Rizki & Amelia, 2023).

3.5 Operational Variables

Operational from variables study This is as following :

Variables	Definition	Indicator	Number	Source
AI	Technology that makes it possible system To	- Route optimization algorithm - Prediction	X1.1-X1.5	Russell & Norvig (2021), Wibowo &

	<p>imitate the cognitive processes of humans, including learning, data analysis, and decision making decisions. At Gojek , AI is used to increase efficiency, speed decisions, and competitive advantages.</p>	<p>user needs - Automation services - Big data analysis - Dynamic price determination s</p>		<p>Sari (2020), Research The Last Supper (2020)</p>
Operational Efficiency	<p>Operational Ability For maximize output by source minimum power. In Gojek , this is achieved through the</p>	<p>- Operational automation - Reduction of service time - Optimization of power sources - Processing real-time orders -</p>	X2.1-X2.5	<p>Baker & Sinkula (2005), Kartika & Santoso (2019), Research The Last Supper (2020)</p>

	use of AI for process automation and data analysis that supports operational cost subtraction.	Inventory management		
Speed Decision-making	Time required company To make strategic decisions in a fast and accurate way. At Gojek , AI helps decision making through predictive analytics and real-time data processing.	-Real-time analytics -Decision response time - AI -based data access -In-depth decision-making process automatic decision -User feedback	Z1-Z5	Mayer-Schönberger & Cukier (2013), Wibowo & Sari (2020), Research by Selim et al. (2024)
Business Continuity	Ability To maintain long term operations with attention	- Sustainable innovation - Energy efficiency - Adaptive	Y1-Y5	Elkington (1997), Hahn (2013), Rahmawati & Susanto

	to economic, social and environmental aspects. At Gojek , AI helps create adaptive and innovative services in accordance with market needs.	response to market needs - Reduction of environmental impact - Customer satisfaction		Research (2020)
Competitive Superiority	Superiority strategic owned company compared to competitors . At Gojek , AI is used for service differentiation, product innovation, and operational cost efficiency.	- Personalization service - Efficiency costs - Data-driven innovation - User loyalty - Brand reputation	X3.1-X3.5	Porter (1985), López-Muñoz et al. (2018), Research The Last Supper (2020)

CHAPTER IV

RESULTS AND DISCUSSION

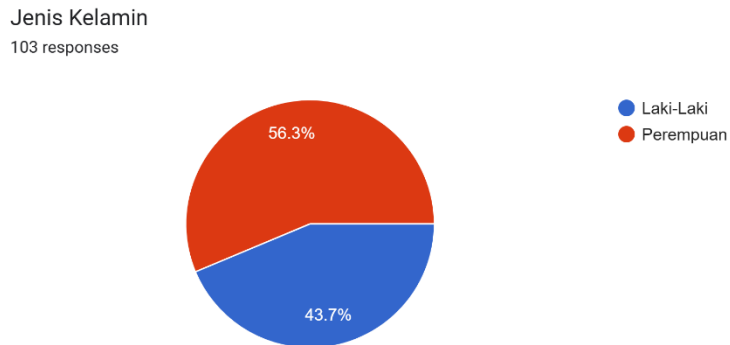
4.1 Characteristics of Respondents

Respondent sample in study This is an active user PT Gojek Indonesia's services have felt implementing Intelligence Artificial Intelligence (AI) in service said . This research involved 103 respondents with grouped characteristics based on type gender, age, occupation, duration of use of Gojek services , and frequency they use Gojek services . Here is an explanation about characteristics of the respondents who participated in this study.

4.1.1 By Gender

From 103 respondents, the following are characteristics of Respondent data based on type of sex.

Figure 4.1 Gender



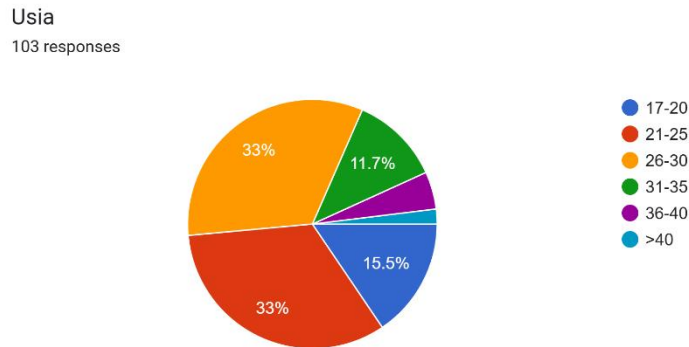
Source : Primary Data Processing

Based on the data obtained from Figure 4.1 of 103 respondents , the majority were women (56.3%), while men amounted to 43.7%. The difference distribution This shows that Women tend to be more active in responding to services based on Intelligence Artificial Intelligence (AI) applied by PT Gojek Indonesia. Previous studies state that Women focus more on convenience and practical benefits of technology in everyday life (Khan et al., 2022), while men tend to evaluate technical aspects and competitive excellence of technology (Venkatesh et al., 2019).

4.1.2 Based on Age

From 103 respondents, the following are characteristics of Respondent data based on age range.

Figure 4.2 Age Range



Source : Primary Data Processing

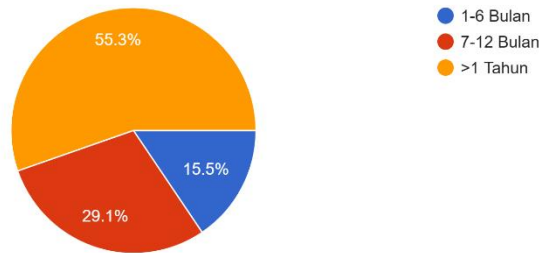
Based on age data of 103 respondents , the majority are in the range of 21-25 years and 26-30 years , each amounting to 33%. This is show that part of the big users of PT Gojek Indonesia services that feel implementation of Intelligence Artificial Intelligence (AI) is generation young productive which tends to be more adaptive to technology . Meanwhile, group age 17-20 years own percentage of 15.5%, followed by the group age 31-35 years by 11.7%. Group age 36-40 years and >40 years own proportion the smallest, which shows user involvement in the category older age mature relatively lower. Distribution This reflects that acceptance of more AI technology is dominant in users from generation millennials and early Gen Z who have habituation in using digital services.

4.1.3 Based on Duration of Use of Gojek Services

From 103 respondents, the following are characteristics of Respondent data based on duration of Gojek service usage .

Figure 4.3 Duration of Use of Gojek Service

Berapa lama Anda menggunakan Aplikasi Gojek
103 responses



Source : Primary Data Processing

Based on duration data use application Gojek of 103 respondents, the majority of users have used this application for more than 1 year with percentage by 55.3%. This is show that part big Respondent own quite a long and familiar experience with Gojek service , including implementation feature based on Artificial Intelligence (AI). As many as 29.1% of respondents use application for 7-12 months, while 15.5% of respondents new use application in period time 1-6 months. This data reflects that Gojek has succeeded in maintaining user loyalty in the long term, with more involvement high from users who have used the service for more than a year.

4.1.4 Based on Frequency Use

From 103 respondents, the following are characteristics of Respondent data based on frequency Usage service Gojek .

Figure 4.4 Frequency Use



Source : Primary Data Processing

Based on frequency data use application Gojek of 103 respondents , the majority of users use the application 3-6 times a week with percentage by 48.5%, indicating that almost half of Respondents utilize Gojek service regularly in a week . Furthermore, as many as 34% of respondents use the application 1-2 times a week, which reflects more use rarely however still consistent. Meanwhile, only 17.5% of respondents use application every day, indicating level of intensity more use high among part small respondents . This data shows that Gojek became an important part of activity weekly users, with the majority being in the frequency range currently until often.

4.2 Data Quality Test

4.2.1 Validity Test

Validity test aiming For evaluating the validity of each item in a statement. According to Sholihin and Ratmono (2013), validity can be evaluated through two methods, namely convergent and discriminant validity. Convergent validity used For measuring the level of connection between developed construct with latent variables . Measurement objectives This is To ensure consistency Results . Convergent validity close the relationship with the principle of measurement of a construct. An item is considered valid if own mark *loading factor* more than 0.7; however, the minimum value that can be accepted is 0.6, which indicates the validity of the instrument.

1. Convergent Validity

Table 4.1 Convergent Validity Results With Convergent Factor

Variables	Loading Factor	Criteria	Results
Application (X1)			
X1.1	0.915	0.7	Valid
X1.2	0.811	0.7	Valid
X1.3	0.876	0.7	Valid
X1.4	0.743	0.7	Valid
X1.5	0.858	0.7	Valid
Operational Efficiency (X2)			

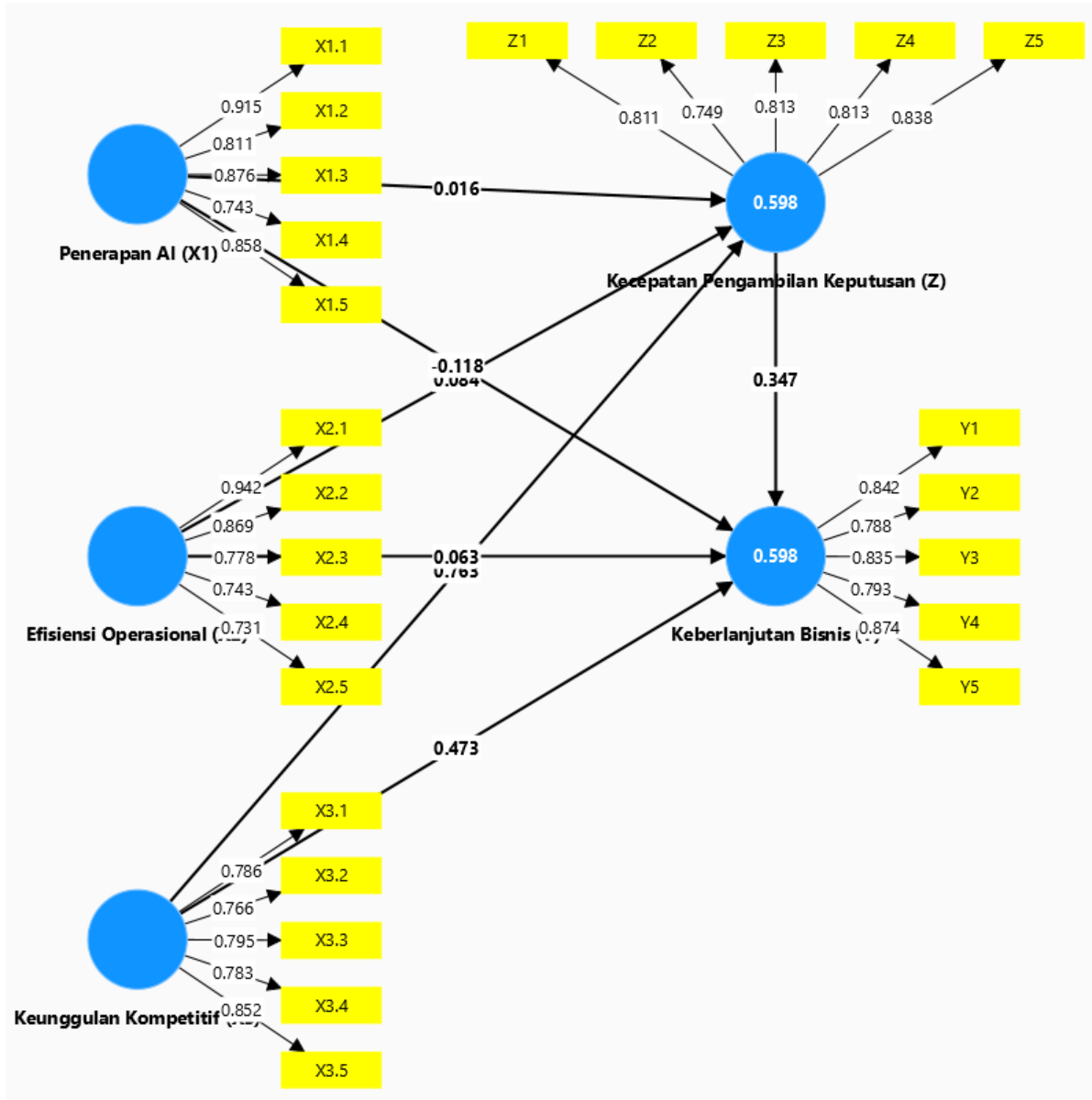
X2.1	0.942	0.7	Valid
X2.2	0.869	0.7	Valid
X2.3	0.778	0.7	Valid
X2.4	0.743	0.7	Valid
X2.5	0.731	0.7	Valid
Competitive Superiority (X3)			
X3.1	0.786	0.7	Valid
X3.2	0.766	0.7	Valid
X3.3	0.795	0.7	Valid
X3.4	0.783	0.7	Valid
X3.5	0.852	0.7	Valid
Sustainability Business (Y)			
Y1	0.842	0.7	Valid
Y2	0.788	0.7	Valid

Y3	0.835	0.7	Valid
Y4	0.793	0.7	Valid
Y5	0.874	0.7	Valid
Speed Decision Making (Z)			
Z1	0.811	0.7	Valid
Z2	0.749	0.7	Valid
Z3	0.813	0.7	Valid
Z4	0.813	0.7	Valid
Z5	0.838	0.7	Valid

Source : SmartPLS4 output, processed Researcher 2024

The results of table 4.1 show that all over indicators on variables AI Application (X1), Operational Efficiency (X2), Competitive Excellence (X3), Sustainability Business (Y), and Speed Decision Making (Z) have mark *loading factors* above 0.7. This shows that all valid and contributing indicators in a significant way in representing each research variable. With Thus, validity converge on this model stated fulfilled. Path Diagram of each indicator presented in the picture following .

Figure 4.5 Final Path Diagram Results



2. Convergent Validity with AVE

Table 4.2 Convergent Validity Results with AVE (Average Variance Extracted)

Variables	AVE	Criteria	Results
Application (X1)	0.667	0.50	Valid
Operational Efficiency (X2)	0.684	0.50	Valid
Competitive Superiority (X3)	0.649	0.50	Valid
Sustainability Business (Y)	0.635	0.50	Valid
Speed Decision Making (Z)	0.710	0.50	Valid

Source : SmartPLS4 output, processed Researcher 2024

Based on Table 4.2, validity test results convergent with AVE method show that all The indicators on variables *X1* , The *average variance extracted (AVE)* value is higher than 0.5 indicating that the study instrument itself is good quality and can be reliable. Thus, the indicators in this questionnaire are stated worthy of use as a valid and accurate measurement tool.

4.3 Data Reliability Test

Testing This aims to evaluate the reliability of statements in questionnaires, so that the expected statements can produce consistent and accurate data. A variable stated fulfill standard reliability If mark *reliability composite (rho_a)*, *reliability composite (rho_c)*, and Cronbach's Alpha is higher than 0.7.

Table 4.3 Reliability Test Results

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Criteria	Results
Application (X1)	0.930	0.797	0.924	>0.70	Reliable
Operational Efficiency (X2)	0.877	1,062	0.908	>0.70	Reliable
Competitive Superiority (X3)	0.856	0.856	0.897	>0.70	Reliable
Sustainability Business (Y)	0.884	0.887	0.915	>0.70	Reliable
Speed Retrieval Decision (Z)	0.864	0.856	0.897	>0.70	Reliable

Source : SmartPLS4 output, processed Researcher 2024

Based on Table 4.3, reliability test results show that all statement items on variables X1, X2, X3, Y, and Z are stated reliable . This is proven with mark *reliability composite (rho_a)*, *reliability composite (rho_c)*, and Cronbach's Alpha which meets criteria >

0.7. Thus, the indicators in this questionnaire can be considered as a consistent and measurable measure reliable tool.

4.4 Model Fit Test

The PLS model is considered fulfilling criteria *fit model* If the *Standardized Root Mean Square Residual* (SRMR) < 0.10 and *Normed Fit Index* (NFI) > 0.9. Based on Table 4.4, the results of the SRMR test show value of 0.078 which is below the limit of 0.10, so fulfills the *model fit criteria* . However, the NFI value of 0.736 is still below 0.9, so that Not yet fulfills the *model fit criteria* Because its value is Not yet Enough tall.

Table 4.4 Model Fit Test Results

	Saturated model	Estimated model
SRMR	0.078	0.078
d_ ULS	1,970	1,970
d_ G	0.968	0.968
Chi-square	501,963	501,963
NFI	0.736	0.736

Source : SmartPLS output, processed by researcher 2024

4.5 Variance Factor Test

Multicollinearity test aiming For detect existence correlation between independent variables in the regression model (Ghozali , 2016). Multicollinearity can be identified

through mark tolerance and *variance inflation factor* (VIF). Ideally, the VIF value should not be enough of 5.0. If the VIF value exceeds 5.0, then matter This shows the existence of collinearity between variables in the model structure (Sarstedt et al., 2017).

Table 4.5 Variance Inflation Factor (VIF) Test Results

	VIF
X1.1	2,057
X1.2	3.277
X1.3	3,719
X1.4	3,514
X1.5	4,782
X2.1	3.833
X2.2	3.112
X2.3	1,710
X2.4	1,715
X2.5	1,853
X3.1	2.003
X3.2	1,817
X3.3	2.003
X3.4	1,853
X3.5	2,351

Y1	2,637
Y2	2,177
Y3	2,296
Y4	2,069
Y5	2,907
Z1	2,754
Z2	2,060
Z3	2,204
Z4	2,394
Z5	2,248

Source : SmartPLS output, processed by researcher 2024

Based on the results of the Variance Inflation Factor (VIF) test in Table 4.5, all variables own VIF value below threshold 10, which indicates that No there is a significant problem of multicollinearity among variables in the research model. The VIF value for variable X1 ranges between 2.057 to 4.782, the X2 ranges between 1.710 to 3.833, and the Meanwhile, the Y variable has VIF values between 2.069 to 2.907, and the Z variable has VIF values between 2.060 to 2.754. All marks This is within the acceptable tolerance limits, so that it can be concluded that independent inter-variable connections No cause bias due to multicollinearity, and regression models can be used For analysis more carry on.

4.6 Hypothesis Testing

Testing hypothesis aiming To determine, based on available data, whether the null hypothesis can be rejected and the alternative hypothesis can be accepted, or on the contrary.

4.6.1 Relationship Between Variables In general Direct

Testing hypothesis directly is done to evaluate the influence of exogenous variables, both in a direct way and also not directly. Analysis This is based on coefficient *path* and *p-value* . The decision is determined with the following criteria: if *p-value* at significance level 5% > 0.05 , then H_0 is rejected; if *p-value* at significance level 5% < 0.05 and *t-statistic* > 1.96 , then H_0 is accepted; however, if *t-statistic* < 1.96 , then H_0 is rejected. Complete results of direct hypothesis testing are presented in the following table.

Table 4.10 Direct Test Results

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Caption
X1 - > Y	-0.112	-0.089	0.115	0.978	0.328	Rejected
X2 - > Y	0.092	0.078	0.084	1,096	0.273	Rejected
X3 - > Y	0.737	0.728	0.086	8,543	0.000	Accepted
X1 - > Z	0.016	-0.015	0.096	0.170	0.865	Rejected

X2 - > Z	0.084	0.098	0.083	1.003	0.316	Rejected
X3 - > Z	0.763	0.755	0.076	10,031	0.000	Accepted
Z -> Y	0.347	0.371	0.186	2.009	0.049	Accepted

Source : SmartPLS output, processed by researcher 2024

This Study includes 10 hypotheses that will be tested in a way overall. However, in this section, the focus is directed at 7 hypotheses that evaluate direct connections between variables to determine the significance of the connection.

1. Implementation Intelligence Artificial Intelligence (AI) Influential To Sustainability Business (X1 -> Y)

Hypothesis test results show the original sample value (O) is -0.112, the t-statistic value of 0.978 (<1.96), and the P-value of 0.328 (>0.05). Thus, the hypothesis is rejected, which means that implementation of artificial intelligence (AI) has no significant influence on business sustainability. Interpretation This shows that the implementation of AI that is carried out Not yet capable of increasing business sustainability in a direct way. This is Can happen Due to Supporting factors like organizational readiness, infrastructure, or suboptimal implementation of AI.

2. Efficiency Operational Influential To Sustainability Business (X2 -> Y)

Hypothesis test results show the original sample value (O) is 0.092, the t-statistic value of 1.096 (<1.96), and the P-value of 0.273 (>0.05). Thus, the hypothesis is rejected, which means operational efficiency has no significant influence on business sustainability. Interpretation This indicates that improving operational efficiency Not yet in a

direct way gives a significant impact to business sustainability. Other factors such as management strategy or decision making Possibly more dominant in influencing business sustainability.

3. Superiority Competitive Influential To Sustainability Business (X3 -> Y)

Hypothesis test results show the original sample value (O) is 0.737, the t-statistic value of 8.543 (>1.96), and the P-value of 0.000 (<0.05). Thus, the hypothesis is accepted, which means competitive superiority has a positive and significant influence on business sustainability. Interpretation This shows that companies that have competitive superiority can maintain business sustainability. This is Can be achieved through product innovation, differentiation services, or effective business strategies so that create superiority in the market.

4. Implementation of Intelligence Artificial Intelligence (AI) Influential To Speed Decision Making (X1 -> Z)

Hypothesis test results show the original sample value (O) is 0.016, the t-statistic value of 0.170 (<1.96), and the P-value of 0.865 (>0.05). Thus, the hypothesis is rejected, which means the application of AI is not a significant influence on speed of decision making. Interpretation This shows that even though AI is implemented, things that do not yet give a significant impact in speeding up the decision retrieval process. This is can happen Because AI integration in decision making Not yet fully optimized.

5. Operational Influential Efficiency To Speed Decision Making (X2 -> Z)

Hypothesis test results show the original sample value (O) is 0.084, the t-statistic value of 1.003 (<1.96), and the P-value of 0.316 (>0.05) . Thus, the hypothesis is rejected, which means operational efficiency has no significant influence on speed of decision making.

Interpretation This shows that although operational efficiency increases, things are not yet capable of speeding up decision making in a significant way.

6. Superiority Competitive Influential To Speed Decision Making (X3 -> Z)

Hypothesis test results show the original sample value (O) is 0.763, the t-statistic value of 10.031 (>1.96), and the P-value of 0.000 (<0.05). Thus, the hypothesis is accepted, which means competitive superiority has a positive and significant influence on speed of decision making.

Interpretation This shows that competitive superiority owned company helps speed up decision making. With its own strong position in the market, the company can be more responsive and faster in determining strategic steps.

7. Speed Influential Decision Making To Sustainability Business (Z -> Y)

Hypothesis test results show the original sample value (O) is 0.347, the t-statistic value of 2.009 (>1.96), and the P-value of 0.049 (<0.05). Thus, the hypothesis is accepted, which means speed of decision making has a positive and significant influence on business sustainability.

Interpretation This shows that the faster decisions are made, the higher the opportunity to maintain business sustainability. Speed in responding to business challenges and opportunities becomes an important factor in supporting a company's long-term success.

4.6.2 Relationship Between Variables In general Indirect

Continue discussion previously , This part will focus on the analysis of 3 hypotheses that test No direct connection between variables To determine whether the connection is significant or No .

Table 4.10 No Test Results Direct

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Caption
X1 -> Z -> Y	0.006	-0.005	0.035	0.161	0.872	Rejected
X2 -> Z -> Y	0.029	0.038	0.039	0.742	0.458	Rejected
X3 -> Z -> Y	0.565	0.484	0.357	2,686	0.032	Accepted

Source : SmartPLS output, processed by researcher 2024

Following is interpretation hypothesis test results No direct based on Table 4.10:

1. Implementation of Artificial Intelligence (AI) Influential To Sustainability Business Through Speed Decision Making (X1 -> Z -> Y)

Hypothesis test results show the original sample value (O) is 0.006, the t-statistic value of 0.161 (<1.96), and the P-value of 0.872 (>0.05). Thus, the hypothesis is rejected, which means speed of decision making No mediate influence implementation of artificial intelligence (AI) towards business sustainability.

Interpretation This shows that even though AI is applied, the role of speed decision making is not yet capable of providing a significant impact in

increasing business sustainability. This is Can be caused by the implementation of AI that has not been fully optimized or other factors that influence the decision-making process .

2. Operational Influential Efficiency To Sustainability Business Through Speed Decision Making (X2 -> Z -> Y)

Hypothesis test results show the original sample value (O) is 0.029, the t-statistic value of 0.742 (<1.96), and the P-value of 0.458 (>0.05). Thus, the hypothesis is rejected, which means speed of decision making No mediate influence operational efficiency to business sustainability. Interpretation This shows that improving operational efficiency Not yet capable of influencing business sustainability through speed of decision making. This can indicate that operational efficiency runs without giving significant impact to acceleration of the decision retrieval process.

3. Superiority Competitive Influential To Sustainability Business Through Speed Decision Making (X3 -> Z -> Y)

Hypothesis test results show the original sample value (O) is 0.565, the t-statistic value of 2.686 (>1.96), and the P-value of 0.032 (<0.05). Thus, the hypothesis is accepted, which means speed of decision making mediates the influence of competitive superiority on business sustainability. Interpretation This shows that competitive superiority owned company can speed up the retrieval process decision, which is in the end increase business sustainability. This is confirming the importance of competitive superiority in supporting taking quick and strategic decisions so that the company can maintain its position in the market and improve business sustainability.

CHAPTER V

CLOSING

5.1 Conclusion

This study aims to analyze the influence of implementation of artificial intelligence (AI), operational efficiency, and competitive excellence to sustain business, both in a direct way and also through variable mediation speed of decision making on PT. Gojek Indonesia. Based on hypothesis test results direct and indirect directly done with use Partial Least Square (PLS) method, can conclude a number of important matters.

Test results hypothesis show that implementation of artificial intelligence (AI) has no significant influence on business sustainability, both in a direct way and also through mediation speed of decision making. This indicates that although the application of AI has potential to improve business processes, its implementation at PT. Gojek Indonesia has not fully given significant impact to business sustainability, possibly caused by technical, managerial, or organizational readiness factors. Furthermore, operational efficiency also does not have a significant influence on business sustainability, both in a direct way and also through speed of decision making. Findings This shows that improved efficiency Not yet capable in a way to directly support business sustainability without supported other relevant factors, such as strategic company policy or innovation in service.

Different with two variables previously, competitive advantages proved to have a positive and significant influence on business sustainability in a direct way. This is a show that competitive superiority becomes a key capable factor supporting PT's sustainability. Gojek Indonesia's business through innovation, differentiation services, and capabilities compete in the market. In addition, the competitive advantage also has a significant influence on the speed of making decisions, and the proven speed mediates

the influence of competitive superiority on business sustainability. In other words, a company that has competitive superiority tends to be faster in making decisions, which is the end increase in business sustainability.

5.2 Suggestions

Based on study results Here, some suggestions can be submitted. First, PT. Gojek Indonesia needs to optimize implementation of artificial intelligence (AI) with ensure infrastructure readiness, human resources, and technology integration in the process of decision making as well as operational business. Second, efforts to improve operational efficiency should be accompanied by managerial strategies and policies that can speed up decision making so that they are capable of supporting business sustainability in an effective way. Third, it is important for PT. Gojek Indonesia to Keep going to strengthen competitive superiority through innovation technology, service quality, and differentiation strategies that are capable of maintaining the company's position in the market as well as supporting taking fast and correct decisions.

5.3 Limitations of the Study

Study This own a number of necessary limitations be noted . First, the space scope study This is limited to PT. Gojek Indonesia so that the result Not yet Of course can be generalized For other companies in the Indonesian technology industry. Second, the mediation variable used only covers speed of decision making, while other possible factors influence inter-variable connections Not yet investigated further continue. Third, the data used in this study is cross-sectional, so that No can describe the dynamics of change variables from time to time.

With existence limitations said, further research is recommended. To expand the object of study to other companies in the technology industry, adding mediation or more moderation complex variables, as well as using longitudinal data to see trends and dynamics of change in inter-variable connections. Research results This is expected to become a valuable input for companies, in particular in efforts to increase business

sustainability through strategy based technology, efficiency and competitive excellence.

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