

Analisis pengaruh budaya organisasi, strategi persaingan, dan perilaku peran terhadap kinerja organisasi pada Sektor Usaha Kecil dan Menengah di DKI Jakarta = An analysis of organizational culture, competitive strategy, and role behavior, and its impact on organizational performance in Small and Medium Enterprises (SME) in Jakarta

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Abstrak

Skripsi ini menganalisis pengaruh budaya organisasi, strategi persaingan, dan perilaku peran terhadap kinerja organisasi pada sektor usaha kecil dan menengah di DKI Jakarta. Pada penelitian ini peneliti menggunakan dua dari empat karakteristik budaya organisasi, yaitu budaya Apollo dan Athena, dua dari empat karakteristik strategi persaingan, yaitu Defender dan Prospector, dan perilaku Entrepreneur dan Conservative. Keenam variabel bebas tersebut dianalisis untuk melihat pengaruhnya terhadap variabel terikat, kinerja organisasi.

Sebanyak 70 total kuesioner survei dari para responden yang kebetulan tengah melakukan pameran hasil produksi usaha mereka dan yang juga para pelaku usaha bertempat tinggal di sekitar tempat tinggal peneliti telah berhasil diproses dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa budaya organisasi Apollo, perilaku Conservative, dan perilaku Entrepreneur secara signifikan mempengaruhi kinerja organisasi sektor usaha kecil dan menengah, namun tidak demikian halnya dengan budaya Athena dan strategi persaingan, baik strategi Defender maupun strategi Prospector.

*This paper analyses an organizational culture, competitive strategy, and role behavior, and its impact on organizational performance in the Small and Medium Enterprises located in Jakarta. In this research, the researcher used two of four characteristics of organizational culture, Apollo and Athena culture, and in addition, used two of four characteristics of competitive strategy, Defender and Prospector. Those four independent variables were analyzed along with the other two independent variables, Entrepreneur and Conservative behaviors, to see its impact on organizational performance as dependent variable.*

Researcher has successfully processed the total of 70 questionnaires from respondents who were participated in the exhibition held in Jakarta, as well as those who lived in Tebet, South Jakarta area. Using multiple regression analyses, the result shows that Apollo culture and two type of role behavior, Entrepreneur and Conservative, have significantly impacted organizational performance in the Small and Medium Enterprises; however, Athena culture and two types of competitive strategies, Defender and Prospector, did not have any impact towards the organizational performance in the Small and Medium Enterprises located in DKI Jakarta.