

Pengaruh budaya organisasi, teknologi informasi dan inovasi terhadap kinerja perusahaan : studi pada industri perhotelan di Sulawesi Utara)

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20409754&lokasi=lokal>

Abstrak

The objective of the research is to examine the significance influence of organizational culture and information technology to firm performance through innovation. Population of the research is hotel firms exist in North Sulawesi. The sample is 87 hotel firms which taken by stratified random sampling. Partial Least Square(PLS) is the analysis tool applied in this research. The results of the research show that organizational culture has significant influence to innovation, however, has no significant influence to firm performance. Information technology has significant influence to innovation, but has no significant influence to firm performance. Based on the research result then it is suggested to the management and hotel owners to revise the existing cultural values which are considered not relevant to business development, and used the innovation to improve the competitiveness of firm. In addition to that, employees as the operator of information technology should be improved their skill to be able to innovate with the technology itself.