

# Studi mengenai hubungan antara strategi perusahaan manajemen risiko enterprise dan tingkat keuntungan = The study of the relationship among corporate strategy enterprise risk management and profitability

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## Abstrak

[<b>ABSTRAK</b><br>

Studi ini bertujuan untuk menguji hubungan antara strategi perusahaan Manajemen Risiko Enterprise ERM dan tingkat keuntungan perusahaan. Studi ini berfokus pada perusahaan-perusahaan publik yang terdaftar di Bursa Efek Indonesia terutama yang masuk ke dalam daftar indeks LQ45 tahun 2013. Studi ini mengevaluasi klasifikasi strategi perusahaan menggunakan The Five Generic Competitive Strategies Porter 1985 dan jenis respon atas risiko Risk response sesuai dengan COSO ERM Framework 2004 serta tingkat profitabilitas perusahaan yang mencakup Profit Margin Return on Equity ROE dan Return on Asset ROA. Data dan informasi diambil dari laporan tahunan perusahaan sampel tahun 2013 dan analisis data bersifat kuantitatif dan kualitatif termasuk wawancara secara mendalam dengan para ahli dan para profesional di bidang strategi dan manajemen risiko. Studi ini mengindikasikan bahwa terdapat hubungan antara strategi perusahaan ERM dan tingkat profitabilitas. Namun demikian, lebih spesifik terkait hubungan antara kombinasi strategi perusahaan dan jenis risk response menunjukkan tidak ada hubungan signifikan dengan angka profitabilitas jika pengujian dilakukan secara kuantitatif. Namun secara kualitatif berdasarkan wawancara mendalam yang dilakukan menunjukkan hubungan yang signifikan. Oleh karena itu, kesimpulan atas hubungan antara kombinasi tersebut dengan tingkat profitabilitas tidak konklusif. Kata kunci: Strategi Perusahaan, Strategi Korporasi, Manajemen Risiko Enterprise, Risk Management ERM, Tingkat Keuntungan Porter's Generic Competitive Strategy, pilihan strategi, Strategic option, respon terhadap risiko, risk response.

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<b>ABSTRACT</b><br>

This study aims to examine the relationship between Corporate Strategy Enterprise Risk Management ERM and company's profitability. This study focuses on publicly listed companies in Indonesia Stock Exchange IDX with companies listed in the LQ45 market index year 2013 are selected as the sample companies. This study assesses the sample companies' classification according to The Five Generic Competitive Strategies Porter 1985 and Generic Risk Response Treatment according to COSO ERM Framework 2004 as well as companies' profitability limited to ratios of Profit Margin Return on Equity ROE and Return on Asset ROA. Data is taken from company's annual report year 2013 and the analysis of data includes qualitative and quantitative analysis and also supported by in-depth interview with experts and professionals in Strategic and Risk Management. This study indicates that there is no individual relationship between Corporate Strategy ERM and profitability. However, study of the relationship between combined strategic options and risk response options has different results between qualitative and quantitative methods. ; This study aims to examine the relationship between Corporate Strategy Enterprise Risk Management ERM and company's profitability. This study focuses on publicly listed companies in Indonesia Stock Exchange IDX with companies listed in the LQ45 market index year 2013 are selected as

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