

Pengaruh perubahan kebijakan publik terhadap kinerja perusahaan:  
studi empiris kebijakan upah minimum pada industri padat karya =  
Impact of public policy change on firm performance: an empirical study  
of minimum wage policy in labor intensive industries

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Abstrak

Penelitian ini bertujuan untuk melihat dampak kebijakan publik dalam hal ini kebijakan upah minimum terhadap kinerja perusahaan sektor industri padat karya serta tindakan yang direncanakan oleh perusahaan agar kinerja perusahaan tetap tumbuh. Kenaikan upah minimum yang tinggi dan tidak dapat terprediksi membuat perusahaan harus merencanakan keputusan untuk melakukan perubahan, perencanaan tersebut mengadopsi Theory of Planned Behavior yang di implementasikan dalam Strategic Decision Making. Attitude to Paying Minimum Wage, Interest Group Pressure yaitu serikat pekerja, pemerintah, konsumen; dan Projected Law Enforcement atas peraturan ketenagakerjaan; mendorong keinginan perusahaan untuk mengubah Intention to Change strategi perusahaan dan kemudian mengambil keputusan untuk melakukan perubahan Decision to Change dengan organizational downsizing, relocation dan penggunaan teknologi untuk meningkatkan efisiensi perusahaan. Penelitian dilakukan terhadap 206 perusahaan industri padat karya dengan jumlah karyawan minimal 100 orang setiap perusahaan, pengolahan data menggunakan Structural Equation Modelling. Hasil penelitian menunjukkan bahwa Attitude to Paying Minimum Wage dan Interest Group Pressure berpengaruh positif terhadap Intention to Change dari perusahaan, sedangkan Projected Law Enforcement tidak berpengaruh terhadap Intention to Change perusahaan. Intention to Change perusahaan berpengaruh positif terhadap Decision to Change, dan ternyata Decision to Change berpengaruh negatif terhadap kinerja perusahaan untuk jangka waktu tertentu karena biaya untuk melakukan perubahan cukup tinggi. Kontribusi teoritikal penelitian ini adalah menggabungkan teori psikologi dengan teori strategic management dan melakukan investigasi penerapan multi behavior pada level perusahaan. Implikasi praktikal bagi perusahaan adalah untuk merencanakan perubahan strategi terkait efisiensi biaya ketenagakerjaan secara matang karena biaya perubahan yang tinggi dan bagi pemerintah agar berhati-hati dalam menentukan kebijakan upah minimum karena akan berdampak tidak saja pada penyerapan tenaga kerja namun juga berkurangnya industri padat karya

This research is aimed to observe the impacts of public policy in this case, the minimum wage policy, towards the performances of companies in labor-intensive industry sector, and the measures planned by those companies to maintain performance growth. The high and unpredictable increase of minimum wage force the companies to plan and change their strategy. This study is combining strategic management and the theory of Planned Behavior to asses company Strategic Decision Making that consist of organizational downsizing, relocation and use of technology to increase efficiency. This research is conducted to 206 labor intensive companies in the industry with minimum employees of 100 persons. The data processing is done using Structural Equation Modeling. The result shows that Attitude to Paying Minimum Wage and Interest Group Pressure have positive impacts towards Intention to Change of the companies, while Projected Law Enforcement has no bearing whatsoever towards Intention to Change. Companies rsquo; Intention to Change has positive impacts towards the Decision to Change. The Decision

to Change of organizational downsizing, relocation and use of technology to increase efficiency turns out to have negative impacts on performances for a certain length of time, due to the costs required to do those changes are quite high. Theoretical contribution from this research comes from the combination of psychological theory and strategic management theory and the investigation of multi behavior implementations at company level. Practical implications for the companies comes in the form of the changing of strategic plan due to the efficiency of labor cost and the high cost of changing investment. In determining minimum wage policy, Government should have careful thought because it is not only have an impact on labor absorption but also likely decreasing in labor intensive industries.</i>