

## Understanding the turbulence of business environment in telecom industry: empirical evidence from indonesia [memahami turbulensi lingkungan bisnis pada industri telekomunikasi: bukti empirik dari indonesia]

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### Abstrak

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Previous studies have shown that business performance is mostly determined by the ability of a company to create competitive advantage. However, the rapid changes in technology, markets, regulations and hypercompetition have made the business environment increasingly uncertain and unpredictable so that it can erode competitive advantage. This phenomenon is known as the turbulence of business environment and can cause a company to have difficulty maintaining its competitive advantage so that it is very interesting to study further. The purpose of this study is to understand how the turbulence of business environment occurs in the telecommunications industry in Indonesia. The study involved 213 leaders of business units of telecommunications operators in Indonesia as research respondents. The research methods used are descriptive survey and explanatory survey using component-based structural modeling, Partial Least Square-Path Modeling (PLS-PM). The results of the study showed that the telecommunications industry in Indonesia has experienced high turbulence of business environment, caused mainly by competitive turbulence. However, it was found that the technological turbulence and the market turbulence have contributed the most dominant to the occurrence of turbulence business environment in telecommunication industry. This study also discussed the problem solving of the business environment turbulence and recommendations for the sustainability of the telecommunications industry in Indonesia.