

# Peran structural empowerment dan innovative behaviour dalam mendefinisikan business process innovation dan competitive advantage dalam menghadapi tantangan industri 4.0 = The role of structural empowerment and innovative behaviour in defining business process innovation and competitive advantage in facing the challenges of industry 4.0.

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## Abstrak

Penelitian tentang dampak inovasi terhadap competitive advantage telah banyak dibahas. Salah satu variabel inovasi yang relevan adalah business process innovation. Inovasi tidak muncul secara tiba-tiba dalam sebuah organisasi. Diperlukan beberapa faktor pendukung, seperti iklim yang mendukung inovasi dan structural empowerment. Membahas lebih lanjut tentang structural empowerment, beberapa penelitian secara khusus menguji pengaruhnya terhadap innovative behaviour. Hubungan antara structural empowerment dan organizational performance juga telah diamati. Dalam konteks industri saat ini, perusahaan dituntut untuk lebih agile dan kreatif dalam menghadapi persaingan pasar yang ketat dan cepat. Selain itu, tren industri 4.0 juga membawa banyak perubahan pada pola persaingan di pasar. Perusahaan harus mampu beradaptasi dengan proses bisnis baru, terlepas dari industrinya. Structural empowerment merupakan salah satu hal terpenting yang diperlukan untuk meningkatkan efisiensi organisasi dan daya pemecahan masalah. Studi ini mengkaji hubungan antara structural empowerment, innovative behaviour dan business process innovation, yang pada akhirnya mengarah pada tingkat competitive advantage suatu organisasi. Ini menghubungkan teori structural empowerment dan inovasi, yang selalu dilihat sebagai sesuatu yang terpisah dalam pengaruhnya terhadap competitive advantage. Dalam melakukan uji empiris, diambil data dari 97 manajer atau ketua tim melalui survei online. Metode SEM-PLS digunakan untuk melihat hubungan yang terjadi antar konstruk. Hasil penelitian menunjukkan adanya pengaruh positif antara structural empowerment, innovative behaviour, business process innovation, dan competitive advantage.

.....Research on the impact of innovation on competitive advantage has been widely discussed. One of the relevant innovation variables is business process innovation. Innovation does not appear suddenly in an organization. Several supporting factors are needed, such as a climate that supports innovation and structural empowerment. Discussing more about structural empowerment, several studies specifically examine its effect on innovative behavior. The relationship between structural empowerment and organizational performance has also been observed. In the current industrial context, companies are required to be more agile and creative in facing fierce and fast market competition. In addition, the industry 4.0 trend also brings many changes to the competition patterns in the market. Companies must be able to adapt to new business processes, regardless of the industry. Structural empowerment is one of the most important things needed to increase organizational efficiency and problem solving agility. This study examines the relationship between structural empowerment, innovative behavior and business process innovation, which ultimately leads to an organization's level of competitive advantage. This links the theory of structural empowerment and innovation, which have always been seen as separate things, especially in regards to their effect on competitive advantage. In conducting the empirical test, data were taken from 97 managers or team leaders

through an online survey. The SEM-PLS method is used to see the relationship between constructs. The results showed a positive influence between structural empowerment, innovative behavior, business process innovation, and competitive advantage.