

Manajemen strategik, intrapreneurship dan kinerja: survai pada koperasi sekunder KP-RI

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Abstrak

The purpose of this research was to analyze the influence of strategic management practice on the intrapreneurship intensity and its impact on the co-operative performance; a survey at the secondary co-operative of Koperasi Pegawai Republik Indonesia (KP-RI) in Indonesia. The method of research used was explanatory. This method tested the hypothesis about cause and effect among the variables researched. The subject of this research was secondary co-operative KP-RI in Indonesia, They are GKP-RI/PKP-RI province and PKP-RI regency. The population of this research was 204 co-operative. The sample sizes were 102, and were selected based on the simple random sampling. This research has found some important findings. First, strategic management implementation significantly influenced intrapreneurship intensity as of 64%. Secondly, strategic management practice did not significantly influenced the co-operative performance. Its direct influence was only 0,01 %. However, the total influence of strategic management on the co-operative performance was 33%. Thirdly, intrapreneurship intensity significantly influenced the co-operative performance as of 52%. Fourth, strategic management practice and intrapreneurship simultaneously significantly influenced the co-operative performance as of 53%. Based on these findings, it is suggested for the GKP-RI and PKP-RI to conduct management training. This is to enable them to implement the strategic management consistently, which further develop the co-operative intrapreneurship intensity and performance.