

Peran Modal Psikologis, Kepercayaan, Ketangkasan, Fleksibilitas Strategi Terhadap Resiliensi Organisasi dan Keberlangsungan Hidup Organisasi Dalam Menghadapi Pandemi Covid-19 = The Role of Psychological Capital, Trust, Ambidexterity, Strategic Flexibility on Organizational Resilience and Organizational Survival in Dealing with Covid-19 Pandemic

Dina Widiananda, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920522001&lokasi=lokal>

Abstrak

Munculnya Pandemi Covid-19 di penghujung tahun 2019 secara tak terduga menempatkan dunia dalam era VUCA (Volatility, Uncertainty, Complexity, Ambiguity) yang membuat banyak organisasi berjuang untuk mempertahankan kelangsungan hidupnya dan bangkit kembali untuk mendapatkan keunggulan kompetitif. Studi penelitian terdahulu menunjukkan resiliensi memainkan peran penting dalam kelangsungan hidup organisasi, terutama di era VUCA. Banyak faktor yang dapat mempengaruhi resiliensi organisasi, penelitian ini bertujuan untuk mempelajari peran modal psikologis, kepercayaan, ketangkasan, fleksibilitas strategis terhadap resiliensi organisasi dan keberlangsungan hidup organisasi dalam menghadapi pandemi Covid-19. Kami menguji hipotesis kami pada dataset 100 industri ritel convenience store, Bright Store milik PT Pertamina Retail dengan mengambil data dari kepala toko dan karyawannya melalui survei online. Hasil penelitian menunjukkan peran kepercayaan dan fleksibilitas strategis berpengaruh positif terhadap ketahanan organisasi dan kelangsungan hidup organisasi.

.....The emergence of the Covid-19 Pandemic at the end of 2019 unexpectedly put the world in an era of VUCA (Volatility, Uncertainty, Complexity, Ambiguity) which made many organizations struggle to maintain their survival and bounce back to gain competitive advantage. Previous research studies shown resilience plays an important role in organizational survival, especially in the VUCA era. Many factors can affect organizational resilience, this research aims to study the role of psychological capital, trust, agility, strategic flexibility on organizational resilience and organizational survival in the face of the Covid-19 pandemic. We tested our hypothesis on a dataset of 100 retail industry convenience stores, PT Pertamina Retail Bright Store by taking data from store heads and employees through an online survey. The results showed that the role of trust and strategic flexibility had a positive effect on organizational resilience and organizational survival.