

# Pengaruh Individual Resource, Management Support Serta Human Resource Management terhadap Unit Performance Melalui Corporate Entrepreneurship = The Influence of Individual Resources, Management Support and Human Resource Management on Unit Performance Through Corporate Entrepreneurship

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## Abstrak

Lingkungan dewasa ini sangat dinamis, perubahan terjadi secara cepat menyebabkan tidak bisa terprediksi kepastian. Hal tersebut membuat salah satu pelaku industri jasa keuangan di Indonesia terdampak akan disrupsi teknologi. Bank tersebut termasuk salah satu bank terbesar di Indonesia yang mengalami penutupan kantor cabang maupun kantor cabang pembantu. Dibutuhkan strategi untuk menumbuhkan corporate entrepreneurship (CE) yang berperan penting dalam mempertahankan keunggulan kompetitif serta meningkatkan unit performance (UP). Fokus pada penelitian ini adalah mengklarifikasi interaksi individual resource (IR) bagi perusahaan untuk mendapatkan sumber daya agar tercipta corporate entrepreneurship. Disisi lain human resource management (HRM) juga dipandang sebagai faktor penting dalam kewirausahaan perusahaan (CE). Variabel management support (MS) ditambahkan pada penelitian ini sebagai faktor inti internal perusahaan untuk diteliti pengaruhnya terhadap peningkatan performa unit. Survey dilakukan terhadap 103 kepala cabang pembantu di seluruh Indonesia yang merupakan prioritas utama penerapan strategi perusahaan. Hasil survey dianalisis menggunakan structural equation modelling-partial least square (SEM-PLS) dengan hasil management support dan human resources management berpengaruh secara langsung terhadap corporate entrepreneurship dan unit performance. Human resource management secara tidak langsung berpengaruh pada unit Performance melalui peran corporate entrepreneurship sebagai mediator. Namun management support tidak berpengaruh terhadap unit performance melalui peran corporate entrepreneurship sebagai mediator, begitu pula dengan individual resource. Terbukti pada penelitian ini individual resource tidak berpengaruh terhadap corporate entrepreneurship secara langsung. Selain itu juga tidak berpengaruh terhadap unit performance melalui corporate entrepreneurship sebagai mediator.

.....Today's environment is very dynamic, changes occur quickly causing uncertainty to be predicted. This makes one of the financial services industry players in Indonesia affected by technological disruption. The bank is one of the largest banks in Indonesia which has experienced the closure of branch offices and sub-branch offices. A strategy is needed to foster corporate entrepreneurship (CE) which plays an important role in maintaining competitive advantage and increasing unit performance (UP). The focus of this research is to clarify the interaction of individual resources (IR) for companies to obtain resources to create corporate entrepreneurship. On the other hand, human resource management (HRM) is also seen as an important factor in corporate entrepreneurship (CE). The management support (MS) variable was added to this study as a company's internal core factor to examine its effect on improving unit performance. The survey was conducted on 103 heads of sub-branch offices throughout Indonesia which are the top priority for implementing the company's strategy. The survey results were analyzed using structural equation modeling-partial least squares (SEM-PLS) with the results of management support and human resources management

having a direct effect on corporate entrepreneurship and unit performance. Human resource management indirectly influences the Performance unit through the role of corporate entrepreneurship as a mediator. However, management support has no effect on unit performance through the role of corporate entrepreneurship as a mediator, as well as individual resources. It is proven in this study that individual resources do not directly affect corporate entrepreneurship. In addition, it also has no effect on unit performance through corporate entrepreneurship as a mediator.