

Pengaruh diversifikasi produk terhadap kinerja dan resiko perusahaan

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Abstrak

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Penelitian dilakukan terhadap 3 tingkat utama diversifikasi: diversified firm, hybrid firm dan focused firm. Secara umum tingkat diversifikasi menunjukkan hubungan positif dengan profitabilitas dan sales growth namun tidak menunjukkan pola pengaruh yang jelas terhadap risk perusahaan. Hubungan positif terhadap profitabilitas perusahaan terutama terlihat jelas pada kelompok perusahaan trading & service dan kelompok perusahaan non manufaktur, trading & service. Sedangkan hubungan positif tingkat diversifikasi terhadap sales growth perusahaan tidak terlalu signifikan. Untuk risk diketahui bahwa secara umum diversified firm mempunyai risk yang lebih baik daripada focused firm walaupun perbedaannya tidak signifikan. Kedua membagi hybrid firm menjadi 3 kelompok: focused to diversified firm, real hybrid firm dan diversified to focused firm. Menemukan hubungan positif antara tingkat diversifikasi terhadap profitabilitas walaupun hasilnya tidak signifikan, dan hubungan negatif terhadap sales growth walaupun hasilnya juga tidak signifikan. Penelitian ketiga dilakukan terhadap 3 kelompok utama strategi diversifikasi: related diversified firm, neutral diversified firm dan unrelated diversified firm. Secara rata-rata jenis strategi diversifikasi tidak mempunyai hubungan dengan kinerja perusahaan, baik dari segi profitabilitas risk dan juga growth. Tidak ditemukan antara kinerja related diversified firm dengan unrelated diversified firm dan bahwa tingkat profitabilitas, risk dan growth neutral diversified firm lebih rendah dari pada kelompok lainnya

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ABSTRACT

Three major of diversification level of firms are examined: diversified firm, hybrid firm and focused firm. Commonly, diversification levels have a positive relationship with profitability and sales growth but not show clear relationship with the company risk. Positive relationship in profitability clearly showed in trading & service firm and non-manufacture, trading & service firm. And the positive relationship in sales growth is not significant. For risk, find that the diversified firm have a risk better than focused firm, but the difference is not significant. Second divided hybrid firm to three classes: focused to diversified firm, real hybrid firm and diversified to focused firm. Find the positive relationship between level of diversification and profitability, even the result not significant. And find the negative relationship with sales growth, even the result not significant too. Third three major of diversification strategy firms are examined: related

diversified firm, neutral diversified firm and unrelated diversified firm. In average, diversification strategies show unclear relationship with firm performance: profitability, risk and growth. There is no different performance between related diversified firm and unrelated diversified firm but showing that neutral diversified firm have a lower performance than the others.

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