

# Peran Orientasi Kewirausahaan Dalam Mencapai Kinerja Organisasi Melalui Inovasi Model Bisnis Dan Kolaborasi Aset Relasional Strategik: Studi Kewirausahaan Pada Organisasi Rumah Sakit = The Role Of Entrepreneurial Orientation In Achieving Organization Performance Through Business Model Innovation And Strategic Relational Asset Collaboration: Study of Entrepreneurship in Hospital Organizations

Sandra Dewi, author

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## Abstrak

Lingkungan strategik perusahaan di era <em>disruptive</em> ini, menunjukkan ketidak pastian. Organisasi dituntut untuk metransformasi aktivitasnya bila ingin tetap bertahan pada peta persaingan. Dengan menggunakan perspektif kewirausahaan strategik, dan metodologi <em>mixed method, </em>penelitian ini mengkaji peran orientasi kewirausahaan dalam mencapai kinerja terbaik perusahaan melalui mediasi inovasi model bisnis dan aset relasional strategik sebagai <em>intangible asset</em> yang <em>inimitable</em>. Penelitian ini dilakukan pada 105 rumah sakit swasta di Indonesia pada konteks masa transisi reformasi kebijakan, yang mencetuskan <em>disruptive innovation,</em> serta efek <em>digital disruption. </em>. Dari hasil penelitian ini dapat disimpulkan bahwa orientasi kewirausahaan pada organisasi rumah sakit berpengaruh signifikan positif terhadap pencapaian kinerja organisasi, baik secara langsung maupun mediasi inovasi model bisnis. Kekuatan kolaborasi manajemen rumah sakit dengan profesi dokter terbukti merupakan aset relasional yang bersifat kritis bagi tercapainya kinerja terbaik rumah sakit, yang sangat mempengaruhi inovasi model bisnis rumah sakit. Hasil penelitian ini memperkuat bukti penerimaan konsep kewirausahaan dalam industri perumahan sakitan, karena sering dianggap bertentangan dengan sifat produk jasa kesehatan sebagai <em>public service</em>.

.....The strategic environment of the firms in this disruptive era indicate the uncertainty, so that all firms are required to make a transformation of the business in order to maintain its position on the competition map. By using a strategic entrepreneurship perspective and mixed method, this study examines the role of entrepreneurial orientation in achieving the best performance of the firm through the mediation of business model innovation and strategic relational assets as intangible assets that are inimitable. This study was conducted at 105 private hospitals in Indonesia, in the context of the transition period of policy reform, which sparked disruptive innovation, as well as digital disruption effects.

The results of this study concluded that entrepreneurial orientation in hospital organizations has a significant positive effect on the achievement of organizational performance, both directly and through the mediation of the business model innovations. The strength of the collaboration of hospital - physician relation is proven to be a critical relational asset for achieving the best performance of hospitals, which greatly influences the innovation of hospital business models. This study reinforce the evidence of acceptance of the concept of entrepreneurship in the hospital industry, which is considered contrary to the nature of health care service as a public service.