

# Perbedaan Antara Identitas Organisasi dan Dampaknya Terhadap Pengembangan Saling Percaya dalam Aliansi Strategis = Distinctiveness Between Organizational Identity and Its Impact Towards Developing Mutual Trust in a Strategic Alliance

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## Abstrak

Dalam mempelajari anteseden dari mekanisme relasional yaitu kepercayaan antara dua pihak sebagai pendorong kinerja aliansi, peneliti menemukan bahwa identitas relasional dan identifikasi relasional memiliki peran penting dalam orientasi sikap aliansi terhadap tingkat rasa saling percaya mereka, dan peneliti lain telah meneliti pentingnya identitas organisasi dalam proses mengidentifikasi dan diidentifikasi oleh organisasi lain. Sementara penelitian sebelumnya menekankan perlunya fokus pada kesamaan identitas organisasi untuk mengembangkan rasa saling percaya, sedikit yang diketahui tentang dampak perbedaan identitas organisasi terhadap munculnya rasa saling percaya untuk aliansi strategis. Saya menggabungkan kedua topik tersebut untuk menilai pengaruh kekhasan organisasi dalam mengembangkan rasa saling percaya, melalui proses identitas relasional dan identifikasi antara mitra dalam aliansi strategis. Dalam tinjauan pustaka ini, saya menganalisis 29 artikel dari tahun 1984-2019 mengenai topik kekhasan organisasi, identitas dan identifikasi relasional, serta rasa saling percaya. Temuan menunjukkan bahwa kekhasan organisasi dapat memainkan peran positif dalam menciptakan rasa saling percaya dalam aliansi strategis, melalui efek mediasi identitas dan identifikasi relasional.

.....In studying the antecedents of relational mechanism, namely, mutual trust, as the driver of alliance's performance, researchers have found that relational identity and relational identification have a critical role in the orientation of alliance's attitude towards their level of mutual trust, and other researchers have examined the importance of organizational identity in the process of identifying and being identified by other organizations. While previous studies emphasize the need to focus on the similarity of organizational identity to develop mutual trust, less is known about the impact of differences in organizational identity towards the emergence of mutual trust for strategic alliances. I incorporate those two topics to assess the effect of organizational distinctiveness in developing mutual trust, through the process of relational identity and identification between partners in a strategic alliance. In this literature review, I analysed 29 peer reviewed articles from the year 1984-2019 concerning the topic of organizational distinctiveness, relational identity and identification, and mutual trust. The findings suggest that organizational distinctiveness can play a positive role in creating mutual trust in a strategic alliance, through the mediated effect of relational identity and identification.