

Analisis Pengaruh Strategic Agility, Innovation Capability dan Organizational Readiness Terhadap Performance PT Pegadaian = Analyzing the Influence of Strategic Agility, Innovation Capability and Organizational Readiness on the Performance of PT Pegadaian

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Abstrak

Industri Gadai maupun gadai swasta terus bertambah serta menunjukkan pertumbuhan bisnis gadai yang semakin diminati dan prospektif. Meski menguasai 98% market share industri pergadaian nasional, PT Pegadaian tetap harus siap menghadapi disrupsi industri keuangan di tanah air. Disrupsi yang terjadi menjadi tantangan dan peluang untuk pertumbuhan bisnis. Untuk itu dibutuhkan strategi yang tepat untuk meningkatkan kinerja dan daya saing dalam menghadapi persaingan. Tujuan penelitian ini adalah untuk melihat bagaimana hubungan antara faktor-faktor penting yang mempengaruhi kinerja perusahaan. Dengan menggunakan metode pengumpulan data melalui kuesioner, analisis data dilakukan melalui persamaan struktural menggunakan Smart-PLS. Data dikumpulkan dari sejumlah Kepala Cabang PT. Pegadaian seluruh Indonesia yang menunjukkan bagaimana Strategic Agility, Innovation Capability dan Organizational Readiness mempengaruhi Kinerja PT. Pegadaian. Hasil dari penelitian ini nantinya dapat membantu pemangku kepentingan dalam mengarahkan sumber daya dan strategi organisasi secara lebih efektif.

.....The number of licensed private pawn or pawn shop companies continues to increase, indicating that the pawn business is increasingly in demand and prospective. Even though it controls 98% of the market share in the national pawnshop industry, PT Pegadaian still has to be ready to face disruption in the financial industry in the country. The disruption that occurs is a challenge and opportunity for business growth. For this reason, the right strategy is needed to improve performance and competitiveness in facing competition. The aim of this research is to see the relationship between important factors that influence company performance. By using data collection methods through questionnaires, data analysis was carried out through structural equations using Smart-PLS. Data was collected from a number of Branch Heads of PT. Pegadaian throughout Indonesia which shows how Strategic Agility, Innovation Capability and Organizational Readiness influencing PT Pegadaian performance. The results of this research can later help stakeholders direct organizational resources and strategies more effectively.