

The Influence of The Tri Hita Karana Culture, Entrepreneurial Leadership and Dynamic Capabilities on Hotel Performance A Study of Hotel Industry in Bali = Pengaruh Budaya Tri Hita Karana, Entrepreneurial Leadership, dan Dynamic Capabilities terhadap Kinerja Hotel Studi Industri Perhotelan di Bali

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Abstrak

Penelitian ini mengeksplorasi pengaruh budaya Tri Hita Karana terhadap dynamic capabilities, entrepreneurial leadership, dan kinerja hotel (dimoderasi oleh Critical Success Factors) di Bali. Data penelitian diperoleh dari 130 hotel bintang tiga, empat, dan lima yang kemudian dianalisis dengan menggunakan metode Partial Least Squares Structural Equation Modeling. Hasil penelitian menunjukkan bahwa Tri Hita Karana berpengaruh positif terhadap dynamic capabilities dan entrepreneurial leadership, tetapi tidak mempengaruhi kinerja hotel secara positif dalam jangka pendek. Namun, integrasi nilai-nilai budaya THK ke dalam pengoperasian hotel akan meningkatkan daya saing dan kinerja hotel dalam jangka panjang.

.....This research explores how the influence of Tri Hita Karana culture on the dynamic capabilities, entrepreneurial leadership, and hotel performance (moderated by critical success factors) in Bali. This study gathered data from 130 hotels rated at three, four and five-stars that are then analysed using the method of Partial Least Squares Structural Equation Modelling. The results shows that while Tri Hita Karana does positively influenced dynamic capabilities and entrepreneurial leadership, it didn't affect hotel performance positively in the short term. However, the research indicates the integration of THK culture into hotel operation will increase hotel performance in the long term.