

ANALISIS PENGARUH TRANSFORMASI ORGANISASI, BUDAYA
ORGANISASI, INOVASI ORGANISASI DAN RESOURCE-BASED VIEW
TERHADAP KEUNGGULAN KOMPETITIF SERTA IMPLIKASINYA TERHADAP
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This research is motivated by the intensity of business rivalry condition and how could one company obtain sustainable competitive advantage despite the tight competition. This research aims to investigate literature claims on the relationship of Organizational Transformation, Organizational Culture, Organizational Innovation and Resource-based View (RBV) towards Competitive Advantage. The organization chosen for this research is PT.Indocahaya Wira Nusantara (ICWN).

In this study, data were collected through questionnaires to 100 respondents. All of the respondents were employees of PT.ICWN using purposive sampling method to determine the response of respondents to each variable. Then data were analyzed, including validity and reliability test, the classic assumption test, hypothesis testing via the F test and t test, coefficient of regression (R) and coefficient of determination (R²). Data analysis techniques used were linear regression analysis that serves to prove the research hypothesis. The data that have met the test validity, test reliability, and classical assumption to produce regression equation.

The conclusion of this research is that organizational transformation has negative effect on competitive advantage, organizational culture is Clan based on CVF and OCAI, and this culture has a positive effect on competitive advantage, organizational innovation has negative effect on competitive advantage and RBV has positive effect on competitive advantage (all competitive advantage of PT.ICWN) . Then F test showed that all of the aforementioned independent variables altogether significantly affects competitive advantage. R² of 0.270 indicates that 27 % of the variations of competitive advantage can be explained by four independent variables used in the regression equation.

Keywords : Organizational Transformation, Organizational Culture, OCAI, Organizational Innovation, Resource-based View (RBV), Competitive Advantage.