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PENELITIAN



KETIDAKPASTIAN LINGKUNGAN DAN ORIENTASI PASAR DALAM
PENERAPAN STRATEGI INOVASI DAN KINERJA BISNIS.
SURVEI PADA INDUSTRI PERBANKAN
DI DKI JAKARTA

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Survei Pada Industri Bank di Provinsi DKI Jakarta
(2009)**

**THE ENVIRONMENT UNCERTAINTY AND THE MARKET ORIENTATION
ON STRATEGY IMPLEMENTATION OF INNOVATION AND BUSINESS
PERFORMANCE**

SETYANI DWI LESTARI

ABSTRACT

The dissertation topic is choosed for fulfilling the research gaps such as the causal study of the four variables are environment uncertainty, market orientation, and innovation in relation to the business performance in a holistic coalignment perspective. This causal research is aimed at obtaining information related to the possibility that uncertainty environment, market orientation, and innovation in direct effect and indirect effect toward the business performance.

The dissertation is a Confirmatory Analysis research and survey was applied in this research which data had been analyzed by path analysis after all variables put into a matrix correlation and a matrix covariance. The research was conducted at the Bank Industry in DKI Jakarta, 2009. 99 Questionnaires were returned completely and analyzed by Anava and Structural Equation Models (SEM).

Results show that: (1) environment uncertainty does have a significant direct effect on the innovation; (2) market orientation does have a significant direct effect on the innovation; (3) innovation does have a significant direct influence on the business performance; (4) environment uncertainty does have a significant indirect effect on the business performance but through the innovation; and (5) market orientation does have a significant indirect effect on the business performance but through the innovation. Based on those finding it could be concluded that any changing or variation which occurred at the business performance had been effected by environment uncertainty, market orientation, and innovation.

Theoretical contribution of this particular research is extended the previous paradigm environment-strategy-performance especially for DKI Bank Industry in Indonesia, while the managerial contribution of this research is that variation of environment uncertainty, market orientation, and innovation strategy proven can generate the variation of business performance.

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