

**STRATEGI BERBASIS NILAI DALAM MENCIPTAKAN
RELIGIUSITAS ATMOSPHERE DAN PENGARUHNYA
TERHADAP KINERJA BISNIS KONSTRUKSI BAJA
DI INDONESIA**

DISERTASI

Diajukan untuk Memenuhi Sebagian Syarat untuk Memperoleh Gelar
Doktor Manajemen pada Program Studi Doktor Manajemen



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Strategi Berbasis Nilai dalam Menciptakan Religiusitas Atmosphere dan Pengaruhnya terhadap Kinerja Bisnis Konstruksi Baja di Indonesia

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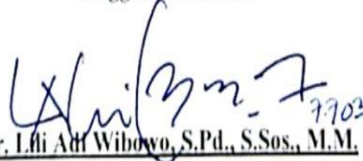
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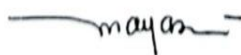


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ABSTRAK

Sukma Nugraha 1910191 “Strategi Berbasis Nilai dalam Menciptakan Religiusitas Atmosphere dan Pengaruhnya Terhadap Kinerja Bisnis Konstruksi Baja di Indonesia”, disertasi di bawah bimbingan Prof. Dr. Agus Rahayu, M.P, Prof.Dr. Disman, M.S dan Dr.Lili Adi Wibowo, S.Sos., S.Pd., MM.

Tujuan dari penelitian ini adalah untuk menghasilkan model strategi berbasis nilai dalam menciptakan *religiusitas atmosphere* dan pengaruhnya terhadap kinerja bisnis konstruksi baja di Indonesia. Metode penelitian yang dikembangkan melalui pendekatan kuantitatif dengan jenis penelitian *explanatory research* survei. Unit analisis penelitian yaitu perusahaan konstruksi baja di Indonesia yang khusus tergabung dalam asosiasi *Indonesian Society of Steel Construction (ISSC)* yang berjumlah 82 perusahaan, dengan sampel data 68 perusahaan menggunakan teknik analisis SEM-PLS. Hasil penelitian dapat menjelaskan bahwa strategi berbasis nilai berpengaruh terhadap penciptaan *religious atmosphere* serta berpengaruh positif dan signifikan terhadap kinerja bisnis perusahaan konstruksi baja di Indonesia. Implikasi dari penelitian ini menunjukkan bahwa strategi berbasis nilai dalam menciptakan *atmosphere religiosity* memiliki peran penting untuk meningkatkan kinerja bisnis di masa yang akan datang. Kebaruan penelitian ini menjelaskan bahwa konsep strategi berbasis nilai dalam menciptakan *atmosphere religiosity* melalui pembentukan program-program perusahaan yang berbasis nilai agama berpengaruh terhadap peningkatan kinerja bisnis disebabkan karena keyakinan agama atau religiusitas dapat sangat mempengaruhi perilaku individu, sehingga saat perusahaan memiliki suasana keagamaan atau *religious atmosphere* yang kuat maka diyakini dapat mengurangi resiko para pimpinan dan pekerja dalam melakukan pelanggaran di perusahaan, baik yang bersifat etis maupun struktural, sehingga mengurangi resiko timbulnya masalah seperti penyalahgunaan wewenang pimpinan maupun pekerja dalam menjalankan tugas, kebijakan perusahaan yang merugikan pekerja dan lingkungan sekitar, dan lainnya.

Kata Kunci: Strategi Berbasis Nilai, *Religiosity Atmosphere*, Kinerja Bisnis

ABSTRACT

Sukma Nugraha 1910191 *“Value-Based Strategy in Creating Religious Atmosphere and Its Influence on the Performance of the Steel Construction Business in Indonesia”* under the guidance of Prof. Dr. Agus Rahayu, M.P, Prof. Dr. Disman, M.S and Dr.Lili Adi Wibowo, S.Sos., S.Pd., MM.

The purpose of this research is to produce a value-based strategy model in creating an atmosphere of religiosity and its impact on the performance of the steel construction business in Indonesia. The research method was developed through a quantitative approach with the type of explanatory research survey. The unit of analysis of the research is steel construction companies in Indonesia which are specifically members of the Indonesian Society of Steel Construction (ISSC) association, totaling 82 companies, with sample data of 68 companies using the SEM-PLS analysis technique. The results of the study can explain that the value-based strategy influences the creation of a religious atmosphere and has a positive and significant effect on the performance of steel construction business companies in Indonesia. The implications of this study indicate that a value-based strategy in creating an atmosphere of religiosity has an important role to play in improving business performance in the future. The novelty of this study explains that the concept of a value-based strategy in creating an atmosphere of religiosity through the formation of corporate programs based on religious values has an effect on improving business performance because religious beliefs or religiosity can greatly influence individual behavior, so that when a company has a religious atmosphere or a religious atmosphere that strong, it is believed to be able to reduce the risk of leaders and workers in committing violations in the company, both ethical and structural, thereby reducing the risk of problems arising such as attacks on superiors and workers in carrying out their duties, company policies that harm workers and the surrounding environment, and others.

Keywords: Value-Based Strategy, Religious Atmosphere, Business Performance

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