

***DISRUPTED ABSORPTIVE STRATEGY* DALAM
MENINGKATKAN KINERJA HOTEL INDEPENDEN
DI JAWA BARAT**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk
memperoleh gelar Doktor Manajemen



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**Disrupted Absorptive Strategy Dalam
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Dengan ini saya menyatakan bahwa penelitian disertasi dengan judul “***Disrupted Absorptive Strategy Dalam Meningkatkan Kinerja Hotel Independen di Jawa Barat***” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam Masyarakat keilmuan. Atas pernyataan ini saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini. Demikian pernyataan ini dibuat dengan sebenar-benarnya dan apabila dikemudian hari ditemukan adanya bukti ketidakbenaran dalam pernyataan tersebut di atas, maka saya bersedia menerima sanksi akademis berupa pembatalan gelar yang saya peroleh melalui pengajuan karya ilmiah ini.

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ABSTRAK

DISRUPTED ABSORPTIVE STRATEGY DALAM MENINGKATKAN KINERJA HOTEL INDEPENDEN DI JAWA BARAT. Muhamad Ardi Nupi Hasyim (NIM. 2105055), di bawah tim promotor Prof. Dr. Agus Rahayu, M.P (Ketua Promotor). Prof. Dr. Disman, M.S (ko-promotor), dan Dr. Puspo Dewi Dirgantari S.Pd., MT, MM (anggota promotor).

Pertumbuhan *chain hotels* di dunia, termasuk di Indonesia, saat ini menjadi tantangan sendiri bagi hotel independen. Banyak faktor yang mempengaruhi tingkat kinerja bisnis hotel independen. Penelitian ini bertujuan menganalisis pengaruh *market change* dan *innovation capability* terhadap *business performance* melalui *disrupted-absorptive strategy* dan *knowledge sharing* pada hotel independen di wilayah Jawa Barat. Penelitian ini merupakan sintesis yang dibentuk secara integratif berdasarkan berbagai literatur penelitian terdahulu yang dimodifikasi oleh peneliti. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan kuesioner atau angket sebagai instrumen utama. Kerangka populasi dalam penelitian ini adalah seluruh hotel independen di wilayah Jawa Barat yang berjumlah 2.567 unit hotel dengan sampel 334 responden yang ditarik secara *proportional sampling*. Teknik analisis data menggunakan analisis statistika deskriptif dan pengujian hipotesis menggunakan *Partial Least Square (PLS)*. Hasil penelitian menunjukkan bahwa perubahan pasar tidak secara langsung dapat mempengaruhi kinerja bisnis hotel independen di wilayah Jawa Barat, tetapi harus melalui strategi disrupsi-absorptif dan berbagi pengetahuan. Sementara itu, kapabilitas inovasi dapat mempengaruhi kinerja bisnis hotel independen secara langsung maupun melalui mediasi strategi disrupsi-absorptif dan berbagi pengetahuan. Implikasi dari penelitian ini menekankan pada peran formulasi strategi disrupsi-absorptif dapat mempengaruhi implementasinya agar memiliki kontribusi yang lebih besar bagi peningkatan kinerja bisnis hotel independen.

Kata kunci: kinerja bisnis hotel independen, strategi disrupsi-absorptif, kapabilitas inovasi, perubahan pasar, berbagi pengetahuan

ABSTRACT

DISRUPTED ABSORPTIVE STRATEGY IN IMPROVING INDEPENDENT HOTEL HOTEL PERFORMANCE IN WEST JAVA. Muhamad Ardi Nupi Hasyim (NIM. 2105055), under the team of promotors Prof. Dr. Agus Rahayu, M.P (Promotor). Prof. Dr. Disman, M.S (co-promotor), and Dr. Puspo Dewi Dirgantari S.Pd., MT, MM (member of promotor).

The growth of chain hotels in the world, including in Indonesia, is currently a challenge for independent hotels. Many factors influence the level of performance of independent hotel businesses. The research aims to analyze the influence of market change and innovation capability on business performance through disruptive-absorptive strategy and knowledge sharing in independent hotels in the West Java region. This research is a synthesis that was formed in an integrative manner based on various previous research literature which the researcher modified. The method used in this research is quantitative with a questionnaire or questionnaire as the main instrument. The population framework in this research is all independent hotels in the West Java region, totaling 2,567 hotel units with a sample of 334 respondents drawn using proportional sampling. The data analysis technique uses descriptive statistical analysis and hypothesis testing uses Partial Least Square (PLS). The research results show that market changes cannot directly affect the performance of independent hotel businesses in the West Java region, but must be through a disruptive-absorptive strategy and knowledge sharing. Meanwhile, innovation capabilities can directly influence independent hotel business performance or through the mediation of disruptive-absorptive strategy and knowledge sharing. The implications of this research emphasize the role of disruptive-absorptive strategy formulation in influencing its implementation so that it has a greater contribution to improving the performance of independent hotel businesses.

Keywords: *independent hotel business performance, disrupted-absorptive strategy, innovation capability, market change, knowledge sharing*

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