

BAB V

KESIMPULAN DAN SARAN

5.1 Simpulan

Dari hasil analisis dan pembahasan yang telah di uraikan pada bab sebelumnya dapat disimpulkan sebagai berikut.

1. Hasil penelitian secara deskriptif untuk menggambarkan persepsi responden pada masing-masing variabel dapat disimpulkan bahwa:
 - a. Persepsi responden terhadap variabel Sumber Daya Distingtif pada industri digital di Indonesia relatif tinggi.
 - b. Persepsi responden terhadap variabel tren global pada industri digital di Indonesia relatif tinggi.
 - c. Persepsi responden terhadap variabel kemitraan bisnis pada industri digital di Indonesia relatif tinggi.
 - d. Persepsi responden terhadap variabel manajemen inovasi pada industri digital di Indonesia relatif tinggi.
 - e. Persepsi responden terhadap variabel kinerja bisnis pada industri digital di Indonesia relatif tinggi.
2. Sumber Daya Distingtif berdampak positif dan signifikan terhadap kemitraan bisnis pada industri digital di Indonesia. Artinya bahwa semakin tinggi Sumber Daya Distingtif yang ada pada perusahaan digital, maka kemitraan bisnis pada industri digital di Indonesia semakin tinggi.
3. Tren global berpengaruh positif dan signifikan terhadap kemitraan bisnis pada industri digital di Indonesia. Artinya bahwa semakin kuat tren global yang ada pada perusahaan digital, maka kemitraan bisnis pada industri digital IT di Indonesia juga semakin tinggi.
4. Pada industri digital di Indonesia, sumber daya distingtif tidak berpengaruh secara langsung terhadap manajemen inovasi namun melalui kemitraan bisnis. Artinya bahwa manajemen inovasi pada industri digital IT di Indonesia tidak dipengaruhi secara langsung oleh sumber daya distingtif, sehingga perlu ada kemitraan bisnis.

5. Tren global berpengaruh positif dan signifikan terhadap manajemen inovasi pada industri digital di Indonesia. Artinya bahwa semakin kuat tren global yang ada pada perusahaan digital, maka manajemen inovasi pada industri digital di Indonesia semakin tinggi.
6. Kemitraan bisnis berpengaruh positif dan signifikan terhadap manajemen inovasi pada industri digital di Indonesia. Artinya bahwa semakin tinggi kemitraan bisnis yang ada pada perusahaan digital, maka manajemen inovasi pada industri digital di Indonesia semakin tinggi.
7. Sumber Daya Distingtif berpengaruh positif dan signifikan terhadap kinerja bisnis pada industri digital di Indonesia. Artinya bahwa semakin tinggi Sumber Daya Distingtif yang ada pada perusahaan digital, maka kinerja bisnis pada industri digital di Indonesia semakin tinggi.
8. Pada industri digital di Indonesia, tren global tidak berpengaruh langsung yang signifikan terhadap kinerja bisnis. Artinya bahwa kinerja bisnis industri digital di Indonesia tidak dipengaruhi secara langsung oleh tren global, namun melalui kemitraan bisnis dan manajemen inovasi.
9. Pada industri digital di Indonesia Kemitraan bisnis dengan kinerja bisnis tidak berpengaruh signifikan secara langsung. Artinya bahwa kinerja bisnis pada industri digital di Indonesia tidak dipengaruhi secara signifikan oleh kemitraan bisnis, namun harus melalui manajemen inovasi.
10. Manajemen inovasi berpengaruh positif dan signifikan terhadap kinerja bisnis pada industri digital IT di Indonesia. Artinya bahwa semakin tinggi manajemen inovasi yang ada pada perusahaan digital, maka kinerja bisnis pada industri digital IT di Indonesia semakin tinggi.

5.1. Saran-Saran

Berdasarkan hasil penelitian di atas, maka diperlukan beberapa saran sebagai berikut.

1. Manajemen inovasi sangatlah berbeda dengan teknologi inovasi, beberapa perilaku dengan status quo kadang masih menjadi hambatan dalam melakukan manajemen inovasi, untuk itu perlu strategi dari Top Manajemen

untuk bisa merubah budaya yang mengikuti perkembangan dan perubahan lingkungan.

2. Manajemen inovasi perlu dikembangkan lebih baik lagi dengan melakukan kolaborasi dengan berbagai perusahaan baik yang sejenis maupun lainnya untuk dapat melakukan inovasi bersama melalui kolaborasi atau kemitraan bisnis.
3. Sumber Daya Distingtif dalam industri digital sangatlah penting untuk dapat menjadikan perusahaan mampu bersaing dan berkembang dengan lebih cepat.

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