

**PERAN MODAL INTELEKTUAL DAN KAPABILITAS
PERUSAHAAN DALAM MENINGKATKAN KINERJA BISNIS
INDUSTRI KREATIF SUBSEKTOR FILM, VIDEO DAN ANIMASI DI
WILAYAH JAKARTA RAYA**

***THE ROLE OF INTELLECTUAL CAPITAL, COMPANY CAPABILITY TO
IMPROVING BUSINESS PERFORMANCE OF THE CREATIVE
INDUSTRY OF THE FILM, VIDEO AND ANIMATION SUBSECTORS AT
JAKARTA***

DISERTASI

**Diajukan Untuk Memenuhi Sebagian dari Syarat
Memperoleh Gelar Doktor
Program Studi Doktor Ilmu Manajemen**



**Oleh:
Marwan Effendi
NIM: 1706490**

**PROGRAM STUDI DOKTOR ILMU MANAJEMEN
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
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LEMBAR HAK CIPTA

**PERAN MODAL INTELEKTUAL DAN KAPABILITAS
PERUSAHAAN DALAM MENINGKATKAN KINERJA BISNIS
INDUSTRI KREATIF SUBSEKTOR FILM, VIDEO DAN ANIMASI
DI WILAYAH JAKARTA RAYA**

Oleh

**MARWAN EFFENDI
NIM : 1706490**

Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat
memperoleh gelar Doktor (Dr.) pada Program Studi Manajemen

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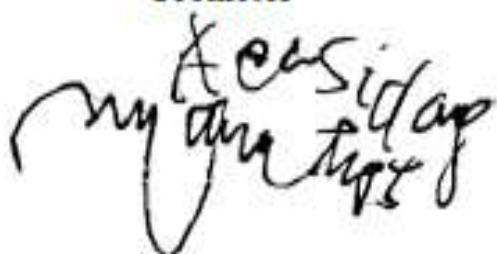
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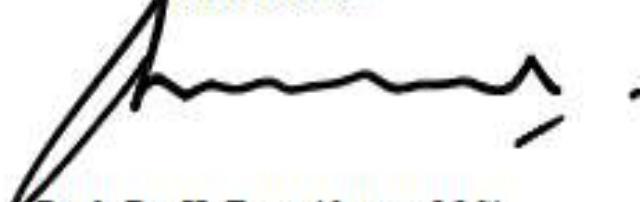
Disetujui dan disahkan oleh pembimbing :

Promotor



Prof. Dr. H. Suryana, M.Si
NIP. 19600602 198601 1002

Ko-Promotor



Prof. Dr. H. Eeng Ahman, M.Si
NIP. 19611022 198603 1002

Anggota



19-08-2021

Prof. Dr. H. A. Sobandi, M.Si., M.Pd
NIP. 19570401 198403 1 003

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KATA PENGANTAR

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Penulisan Disertasi ini dibagi menjadi lima bab yaitu; (1) Pendahuluan, (2) Kajian Pustaka, Kerangka Pemikiran dan Hipotesis, (3) Metode Penelitian, (4) Hasil Penelitian dan Pembahasan, serta (5) Kesimpulan, Implikasi Penelitian dan Rekomendasi.

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Marwan Effendi
NIM 1706490

Marwan Effendi, 2021

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Marwan Effendi

NIM 1706490

ABSTRAK

Marwan Effendi, NIM: 1706490, *Peran Modal Intelektual dan Kapabilitas Perusahaan dalam Meningkatkan Kinerja Bisnis Industri Kreatif Subsektor Film, Video dan Animasi di Wilayah Jakarta.*

Promotor: Prof. Dr. H. Suryana, M.S.; Ko-promotor: Prof. Dr. H. Eeng Ahman, M.S dan Anggota: Prof. Dr. H. A. Sobandi, M.Si.,M.Pd

Kinerja bisnis di sektor ekonomi kreatif di Jakarta, khususnya sektor Film, Animasi, dan Video sampai saat ini belum menunjukkan peningkatan yang berarti. Penelitian ini mengkaji kinerja bisnis industri kreatif tersebut dengan melihat pengaruh modal intelektual dan kapabilitas perusahaan terhadap kinerja bisnis, yang dimediasi oleh orientasi pasar dan inovasi.

Penelitian ini bersifat deskriptif dan verifikatif dengan sampel berukuran 200, unit analisisnya adalah perusahaan film, animasi dan video di Jakarta. Pengumpulan data primer dilakukan melalui penyebaran kuesioner kepada *leader* perusahaan. Analisis verifikatif dilakukan dengan *Structural Equation Modeling (SEM)* berbasis *Partial Least Square (PLS)*.

Hasil penelitian menunjukkan bahwa kinerja bisnis dipengaruhi secara signifikan oleh modal intelektual dan kapabilitas perusahaan secara langsung maupun melalui inovasi dan orientasi pasar. Pada model ini, inovasi dan orientasi pasar berperan sebagai variabel mediasi. Kinerja bisnis dapat semakin meningkat bila didukung oleh inovasi, orientasi pasar, modal intelektual, dan kapabilitas perusahaan. Kinerja bisnis yang unggul ditopang oleh kuatnya proses internal dan pertumbuhan.

Kata kunci: inovasi, kapabilitas perusahaan, kinerja bisnis, modal intelektual, orientasi pasar

ABSTRACT

Marwan Effendi, NIM: 1706490. *The Role of Intellectual Capital and Company Capabilities in Improving Business Performance of Creative Industry of the Film, Video and Animation Subsector in Jakarta Area.*

Under guidance of: Prof. Dr. H. Suryana, M.Si., Prof. Dr. H. Eeng Ahman, M.Si and Prof. Dr. H. A. Sobandi, M.Si., M.Pd

Business performance in the creative economy sector in Jakarta, particularly the Film, Animation, and Video sectors, has yet to show significant improvement. This study examines the business performance of the creative industry by looking at the influence of intellectual capital and company capabilities on business performance, which is mediated by market orientation and innovation.

This research is descriptive and verification with a sample size of 200, the unit of analysis is the film, animation, and video companies in Jakarta. Primary data collection is done by distributing questionnaires to company leaders. The verification analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Square (PLS).

The results reveal that business performance is significantly influenced by intellectual capital and company capabilities directly or through innovation and market orientation. In this model, innovation and market orientation act as mediating variables. Business performance can increase if it is supported by innovation, market orientation, intellectual capital, and company capabilities. Superior business performance is supported by strong internal processes and growth.

Keywords: business performance, company capability, innovation, intellectual capital, market orientation.

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