

**MODEL MEDIASI LINTAS LEVEL PENGARUH KEPEMIMPINAN
KEWIRAUSAHAAN TERHADAP KINERJA PERUSAHAAN
SUBSEKTOR FESYEN KOTA BANDUNG JAWA BARAT**

DISERTASI

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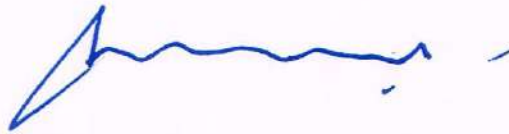
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ABSTRAK

Dalam fase globalisasi, diperlukan tipe pemimpin kewirausahaan yang berbeda dari perilaku kepemimpinan lainnya. Pimpinan terkadang gagal meningkatkan kinerja anggotanya karena menurunnya kreativitas dan inovasi dalam konteks organisasi. Penelitian ini mengembangkan konstruk kepemimpinan kewirausahaan terhadap kinerja perusahaan melalui pemediasi lintas level yang sebagian besar belum pernah dikaji. Peneliti mengusulkan model mediasi lintas level dua jalur di mana variabel motivasi kreativitas dan perilaku inovatif sebagai pemediasi. Data survei dikumpulkan dari 464 karyawan dan 86 manajer di 30 kecamatan kota Bandung pada perusahaan subsektor fesyen yang termasuk dalam salah satu kelompok ekonomi kreatif. Hubungan lintas level diuji melalui analisis *mixed models* dan analisis regresi berganda. Studi ini menggunakan pendekatan perilaku dalam kajian kepemimpinan kewirausahaan sebagai pemacu kinerja yang berhubungan dengan kreativitas dan inovasi. Hasil menunjukkan bahwa pengaruh kepemimpinan kewirausahaan terhadap kinerja perusahaan lebih tinggi melalui motivasi kreativitas dan perilaku inovatif sebagai mediator lintas level secara serial. Lebih lanjut penelitian ini juga mengungkap bahwa keberhasilan kepemimpinan kewirausahaan menginspirasi, mengarahkan kreativitas dan inovasi diawali dengan membangun komitmen yang kuat antar anggota perusahaan.

Kata kunci: Kepemimpinan kewirausahaan; motivasi kreativitas; perilaku inovatif; kinerja individu; kinerja perusahaan.

ABSTRACT

In the globalization phase, a type of entrepreneurial leader is needed that is different from other the leadership behavior. The leaders sometimes fail to improve member performance due to decreased creativity and innovation in the organizational context. This study develops the construct of entrepreneurial leadership on firm performance through cross-level mediation, most of which have never been studied. The researcher proposes a two-way cross-level mediation model in which the motivational of creativity and innovative behavior variables are included as mediates. Survey data was collected from 464 employees and 86 of their manager in 30 districts of the city of Bandung in the creative industry of the fashion sector. Cross-level relationships were tested through mixed models and multiple regression analysis. This study uses behavioral approach of entrepreneurial leadership study as a performance booster related to creativity and innovation. The results show that the effect of entrepreneurial leadership on firm performance is higher through creativity motivation and innovative behavior as mediators across levels. Furthermore, this research also reveals that the success of entrepreneurial leadership inspires, directs creativity and innovation begins with building a strong commitment among all level of company members.

Keywords: Entrepreneurial leadership; creativity motivation; innovative behavior; individual performance; firm performance

DAFTAR ISI

Halaman Judul.....	i
Halaman Pengesahan.....	ii
Halaman Pernyataan.....	iii
Kata Pengantar.....	iv
Abstrak.....	vi
Abstract.....	vii
Daftar Isi.....	viii
Daftar Tabel.....	xiv
Daftar Gambar.....	xvi
Daftar Lampiran.....	xviii
 BAB I PENDAHULUAN.....	 1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah Penelitian.....	22
1.3 Tujuan Penelitian.....	23
1.4 Manfaat/Signifikansi Penelitian.....	23
1.5 Struktur Organisasi Disertasi.....	24
 BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS.....	 26
2.1 Kajian Pustaka.....	26
2.1.1 Konsep Manajemen Sumber Daya Manusia.....	27
2.1.2 Konsep Perilaku Organisasi.....	29
2.1.2.1 Pendekatan Perilaku Organisasi.....	32
2.1.3 Perilaku Organisasi di Level Individu.....	34
2.1.3.1 Konsep Motivasi Kreativitas.....	35
2.1.3.1.1 Dimensi Motivasi Kreativitas.....	42
2.1.3.2 Konsep Perilaku Inovatif.....	43
2.1.3.2.1 Dimensi Perilaku Inovatif.....	47
2.1.3.3 Konsep Kinerja Individu.....	49

2.1.3.3.1 Dimensi Kinerja Individu.....	53
2.1.4 Perilaku Organisasi di Level Kelompok.....	56
2.1.4.1 Konsep Kepemimpinan Kewirausahaan (<i>Entrepreneurial Leadership</i>).....	57
2.1.4.1.1 Dimensi Kepemimpinan Kewirausahaan	60
2.1.5 Perilaku Organisasi di Level Organisasi.....	62
2.1.5.1 Kinerja Perusahaan.....	62
2.1.5.1.1 Dimensi Kinerja Perusahaan.....	63
2.2 Kajian Hasil Penelitian Terdahulu, Posisi dan Kebaruan Penelitian.....	64
2.3 Kerangka Pemikiran.....	86
2.4 Pengembangan Model dan Hipotesis Penelitian.....	94
2.4.1 Kepemimpinan kewirausahaan dan kinerja individu.....	94
2.4.2 Peran Mediasi Motivasi Kreativitas pada Pengaruh Kepemimpinan Kewirausahaan terhadap Kinerja Individu.....	94
2.4.3 Peran Mediasi Motivasi Kreativitas dan Perilaku Inovatif pada Pengaruh Kepemimpinan Kewirausahaan Terhadap Kinerja Individu.....	96
2.4.4 Kepemimpinan Kewirausahaan dan Kinerja Perusahaan	97
2.4.5 Peran mediasi kinerja individu pada pengaruh kepemimpinan kewirausahaan terhadap Kinerja perusahaan.....	98
2.4.6 Peran mediasi motivasi kreativitas dan perilaku inovatif pada pengaruh kepemimpinan kewirausahaan terhadap kinerja perusahaan.....	99
2.5 Model Penelitian.....	101
2.6 Hipotesis Penelitian.....	103

BAB III	METODE PENELITIAN.....	104
3.1	Objek dan Subjek Penelitian.....	104
3.2	Desain Penelitian.....	105
3.3	Definisi dan Operasionalisasi Variabel.....	107
3.4	Populasi, Sampel, dan Teknik Sampling.....	110
3.4.1	Prosedur Penentuan Sampel.....	112
3.5	Jenis dan Teknik Pengumpulan Data.....	114
3.6	Instrumen Penelitian.....	115
3.7	Uji Validitas dan Reliabilitas.....	116
3.7.1	Uji Validitas.....	116
3.7.2	Uji Reliabilitas.....	116
3.7.3	Hasil Uji Validitas dan Reliabilitas.....	116
3.8	Uji Asumsi Klasik.....	118
3.8.1	Uji Normalitas.....	118
3.8.2	Uji Multikolinearitas.....	119
3.8.3	Uji Heterokedastisitas.....	120
3.9	Teknik Analisis Data.....	120
3.9.1	Analisis Deskriptif.....	120
3.9.2	Pengujian Hipotesis.....	122
3.9.3	Menguji Hipotesis Menggunakan Pemediasi.....	127
 BAB IV	 HASIL DAN PEMBAHASAN.....	 128
4.1	Gambaran Ekonomi Kreatif di Indonesia dan Provinsi Jawa Barat.....	128
4.2	Gambaran Sub Sektor Fesyen di Kota Bandung-Jawa Barat	129
4.3	Karakteristik Responden.....	133
4.4	Statistik Deskriptif Responden.....	136
4.5	Hasil Uji Validitas dan Reliabilitas dengan <i>Confirmatory Factor Analysis</i> (CFA).....	137
4.5.1	Hasil Uji Validitas dan Reliabilitas Variabel Kepemimpinan Kewirausahaan.....	138

4.5.2 Hasil Uji Validitas dan Reliabilitas Variabel	
Kinerja Perusahaan.....	140
4.5.3 Hasil Uji Validitas dan Reliabilitas Variabel	
Motivasi Kreativitas.....	141
4.5.4 Hasil Uji Validitas dan Reliabilitas Variabel	
Perilaku Inovatif.....	143
4.5.5 Hasil Uji Validitas dan Reliabilitas Variabel	
Kinerja Individu.....	144
4.5.6 Hasil Uji Konfirmasi antar Konstruk.....	146
4.6 Analisis Deskriptif.....	148
4.6.1 Deskripsi Implementasi Variabel Kepemimpinan	
Kewirausahaan.....	148
4.6.2 Deskripsi Implementasi Variabel Motivasi Kreativitas...	151
4.6.3 Deskripsi Implementasi Variabel Perilaku Inovatif.....	153
4.6.4 Deskripsi Implementasi Variabel Kinerja Individu.....	156
4.6.5 Deskripsi Implementasi Variabel Kinerja Perusahaan.....	159
4.7 Pemeriksaan Data dengan Asumsi Klasik.....	160
4.7.1 Uji Normalitas.....	161
4.7.2 Pemeriksaan Outlier.....	161
4.7.3 Uji Multikolinearitas.....	161
4.8 Pengujian Data Agregat.....	162
4.9 Pengujian <i>Between Variance Variabel Dependent</i>	163
4.10 Pengujian Hipotesis.....	164
4.10.1 Pengujian Hipotesis Pengaruh Langsung.....	165
4.10.2 Pengujian Hipotesis dengan Variabel Pemediasi	167
4.11 Temuan dan Pembahasan Hasil Uji Hipotesis.....	170
4.11.1 Hipotesis 1 Kepemimpinan kewirausahaan	
berpengaruh positif terhadap kinerja individu.....	171
4.11.2 Hipotesis 2 Motivasi kreativitas memediasi pengaruh	
kepemimpinan kewirausahaan terhadap kinerja individu	174
4.11.3 Hipotesis 3 Motivasi kreativitas dan perilaku inovatif	

memediasi pengaruh kepemimpinan kewirausahaan terhadap kinerja individu.....	176
4.11.4 Hipotesis 4 Kepemimpinan kewirausahaan berpengaruh positif terhadap kinerja perusahaan.....	177
4.11.5 Hipotesis 5 Kinerja individu memediasi pengaruh kepemimpinan kewirausahaan terhadap kinerja perusahaan	178
4.11.6 Hipotesis 6 Motivasi kreativitas dan perilaku inovatif memediasi secara serial pengaruh kepemimpinan kewirausahaan terhadap kinerja perusahaan.....	179
4.12 Temuan Model Empiris Penelitian.....	181
4.12.1 Model empiris kepemimpinan kewirausahaan pada industri kreatif sektor fesyen di kota Bandung...	181
4.12.2 Model empiris kinerja perusahaan pada industri kreatif sektor fesyen di kota Bandung.....	182
4.12.3 Model empiris motivasi kreativitas pada industri kreatif sektor fesyen di kota Bandung.....	183
4.12.4 Model empiris perilaku inovatif pada industri kreatif sektor fesyen di kota Bandung.....	183
4.12.5 Model empiris kinerja individu pada industri kreatif sektor fesyen di kota Bandung.....	185
4.13 <i>Novelty</i> Penelitian.....	185
BAB V SIMPULAN, IMPLIKASI dan REKOMENDASI.....	193
5.1 Simpulan.....	193
5.2 Implikasi.....	196
5.2.1 Implikasi Teoritis.....	196
5.2.2 Implikasi Praktis.....	196
5.3 Rekomendasi.....	197
5.3.1 Batasan Penelitian.....	198
Daftar Pustaka.....	199
Lampiran.....	225
Daftar Riwayat Hidup.....	226

DAFTAR TABEL

Tabel 1.1	Kinerja Ekonomi ASEAN tahun 2019.....	4
Tabel 1.2	Laporan Kinerja Ekonomi Kreatif tahun 2015-2019.....	5
Tabel 1.3	Laporan Kinerja Sub Sektor Fesyen Tahun 2014-2018.....	7
Tabel 2.1	Anteseden Perilaku Inovatif.....	46
Tabel 2.2	Kajian dari Penelitian Lain yang Relevan.....	66
Tabel 3.1	Operasional Variabel Penelitian.....	107
Tabel 3.2	Data Populasi dan Sampel Industri Kreatif Sektor Fesyen di Kota Bandung.....	113
Tabel 3.3	Definisi Data Penelitian.....	126
Tabel 4.1	Profil Responden.....	134
Tabel 4.2	Mean, Standard Deviation dan Korelasi Variabel Level Individu dan Level Kelompok.....	136
Tabel 4.3	Nilai Faktor Loading dan Reliabilitas Model Kepemimpinan Kewirausahaan (KK).....	139
Tabel 4.4	Hasil Goodness of Fit (GoF) Variabel Kepemimpinan Kewirausahaan (KK).....	140
Tabel 4.5	Nilai Faktor Loading dan Reliabilitas Model Kinerja Perusahaan (KP).....	141
Tabel 4.6	Hasil Goodness of Fit (GoF) Variabel Kinerja Perusahaan.....	141
Tabel 4.7	Nilai Faktor Loading dan Reliabilitas Model Motivasi Kreativitas (MK).....	142
Tabel 4.8	Hasil Goodness of Fit (GoF) Variabel Motivasi Kreativitas.....	142
Tabel 4.9	Nilai Faktor Loading dan Reliabilitas Model Perilaku Inovatif (PI).....	144
Tabel 4.10	Hasil Goodness of Fit (GoF) Variabel Perilaku Inovatif.....	144
Tabel 4.11	Nilai Faktor Loading dan Reliabilitas Model Kinerja Individu (KI).....	145

Tabel 4.12	Hasil Goodness of Fit (GoF) Variabel Kinerja Individu.....	146
Tabel 4.13	Nilai Faktor Loading dan Reliabilitas Model antar Konstruksi.....	147
Tabel 4.14	Hasil Goodness of Fit (GoF) antar Konstruksi.....	148
Tabel 4.15	Distribusi Frekuensi Jawaban Responden Variabel Kepemimpinan Kewirausahaan	149
Tabel 4.16	Distribusi Frekuensi Jawaban Responden Variabel Motivasi Kreativitas	152
Tabel 4.17	Distribusi Frekuensi Jawaban Responden Variabel Perilaku Inovatif	154
Tabel 4.18	Distribusi Frekuensi Jawaban Responden Variabel Kinerja Individu	157
Tabel 4.19	Distribusi Frekuensi Jawaban Responden Variabel Kinerja Perusahaan	159
Tabel 4.20	Ringkasan Hasil Pengujian <i>Unconstrained (Null Model)</i> ..	164
Tabel 4.21	Ringkasan Hasil Uji Hipotesis Pengaruh Langsung Lintas Level.....	165
Tabel 4.22	Hasil Uji Hipotesis Pengaruh Langsung.....	166
Tabel 4.23	Hasil Output SPSS Pengaruh KK terhadap KI.....	167
Tabel 4.24	Hasil Output SPSS Pengaruh KK terhadap KP.....	167
Tabel 4.25	Hasil Uji Hipotesis Pengaruh Tidak Langsung.....	168

DAFTAR GAMBAR

Gambar 1.1	Kontribusi Sub sektor Industri Kreatif terhadap PDB Indonesia, 2021.....	6
Gambar 1.2	Kontribusi Tiga Sub sektor Industri Kreatif Terbesar melalui Kegiatan Ekspor, 2019.....	6
Gambar 2.1	Model Dasar Perilaku Organisasi (Robbins & Judge, 2013).....	29
Gambar 2.2	Model Dasar Perilaku Organisasi Penelitian.....	30
Gambar 2.3	<i>Analisis Framework</i> dengan Pendekatan <i>Social Learning</i> pada Perilaku Organisasi (Davis & Luthans, 1980).....	33
Gambar 2.4	<i>A Social Learning Approach to Organizational Behavior</i>	87
Gambar 2.5	Kerangka Pemikiran.....	93
Gambar 2.7	Model Penelitian.....	102
Gambar 4.1	Persebaran Unit Usaha Ekraf Berdasarkan Provinsi Tahun 2019.....	128
Gambar 4.2	Grafik Persebaran Unit Usaha Ekraf Berdasarkan Sub Sektor Tahun 2019.....	129
Gambar 4.3	Grafik Jumlah Pelaku Usaha Sub sektor Fesyen di Kota Bandung.....	130
Gambar 4.4	Perusahaan di Sub sektor Fesyen Berdasarkan Jumlah Tenaga Kerja.....	131
Gambar 4.5	Perusahaan di Sub sektor Fesyen Berdasarkan Status Badan Usaha.....	132
Gambar 4.6	Perusahaan di Sub sektor Fesyen Berdasarkan Omset.....	132
Gambar 4.7	Model Pengukuran CFA Variabel Kepemimpinan Kewirausahaan.....	138
Gambar 4.8	Model Pengukuran CFA Variabel Kinerja Perusahaan.....	140
Gambar 4.9	Model Pengukuran CFA Variabel Motivasi Kreativitas...	141
Gambar 4.10	Model Pengukuran CFA Variabel Perilaku Inovatif.....	143
Gambar 4.11	Model Pengukuran CFA Variabel Kinerja Individu.....	145
Gambar 4.12	Model Pengukuran CFA antar Konstruk.....	146

Gambar 4.13	Hasil Pengujian Hipotesis.....	170
Gambar 4.14	Model empiris kepemimpinan kewirausahaan pada industri kreatif sektor fesyen di kota Bandung.....	181
Gambar 4.15	Model empiris kinerja perusahaan pada industri kreatif sektor fesyen di kota Bandung.....	182
Gambar 4.16	Model empiris motivasi kreativitas pada industri kreatif sektor fesyen di kota Bandung.....	183
Gambar 4.17	Model empiris perilaku inovatif pada industri kreatif sektor fesyen di kota Bandung.....	184
Gambar 4.18	Model empiris kinerja individu pada industri kreatif sektor fesyen di kota Bandung.....	185
Gambar 4.19	Model peningkatan kinerja perusahaan pada industri kreatif sektor fesyen di kota Bandung.....	188
Gambar 4.20	Model peningkatan kinerja perusahaan berbasis kepemimpinan kewirausahaan melalui kinerja individu dengan strategi motivasi kreativitas dan perilaku inovatif pada industri kreatif sektor fesyen di kota Bandung.....	190

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