

Abstract

Business performance that is not optimal of mobile telecommunication operators in Indonesia are assumed as the cause of management unawareness on the the situation and conditions of business environment and the company's reputation in implementing business strategies. In this regard, the study was conducted to determine the effect of Business Environment and Company's Reputation on Business Strategy and Competitive Advantage and its implication on Business Performance of mobile telecommunications operator in Indonesia. The method used is descriptive survey and explanatory survey with analysis mobile telecommunications operator unit in Indonesia.

The research was done by conducting a survey to eight mobile telecommunication operator managements in Indonesia whose observation use time horizon with cross section/one shoot trait, which means that the information or data obtained are the result of research conducted at one particular time, held in 2010. The survey results then analyzed both descriptively and by using a structural equation model testing (SEM) on component or variant-based, namely PLS (Partial Least Square) by using software tools of SmartPLS version 2.0. From this study, it was found that the management of mobile telecommunication operators in Indonesia have implemented their understanding of Business Environment, Company's Reputation, Business Strategy, Competitive Advantage, and Business Performance in company's policy-making. It was also found that there is a positive effect from the Business Environment toward Business Strategy, Business Environment toward Competitive Advantage, Company's Reputation toward Business Strategy, Company's Reputation toward Competitive Advantage, Business Strategy toward Business Performance and Competitive Advantage toward Business Performance.

Keywords: Business Environment, Company's Reputation, Business Performance

Abstrak

Kinerja Bisnis yang tidak optimal dari operator telekomunikasi seluler di Indonesia diduga disebabkan karena manajemen belum sepenuhnya mengimplementasikan pemahaman mereka atas lingkungan bisnis dan reputasi perusahaan. Dalam kaitan tersebut penelitian ini dilakukan untuk mengetahui pengaruh dari Lingkungan Bisnis dan Reputasi Perusahaan terhadap Strategi Bisnis dan Keunggulan Bersaing serta implikasinya pada Kinerja Bisnis operator telekomunikasi seluler di Indonesia. Metode yang digunakan adalah *descriptive survey* dan *explanatory survey* dengan unit analisis operator telekomunikasi seluler di Indonesia. Penelitian ini dilakukan dengan mengadakan survey kepada delapan manajemen operator telekomunikasi seluler di Indonesia yang pengamatannya menggunakan cakupan waktu (*time horizon*) bersifat *cross section/one shoot*, artinya informasi atau data yang diperoleh adalah hasil penelitian yang dilakukan pada satu waktu tertentu yaitu pada tahun 2010. Hasil survey tersebut kemudian dianalisa baik secara deskriptif maupun dengan menggunakan alat uji model persamaan struktural (*Structural Equation Model – SEM*) berbasis varian atau komponen, yaitu PLS (*Partial Least Square*) dengan menggunakan alat bantu software SmartPLS versi 2.0. Dari penelitian ini ditemukan bahwa manajemen operator telekomunikasi seluler di Indonesia telah mengimplementasikan pemahaman mereka tentang Lingkungan Bisnis, Reputasi Perusahaan, Strategi Bisnis, Keunggulan Bersaing, dan Kinerja Bisnis dalam pembuatan kebijakan perusahaan. Ditemukan pula bahwa ada pengaruh yang positif dari Lingkungan Bisnis terhadap Strategi Bisnis, Lingkungan Bisnis terhadap Keunggulan Bersaing, Reputasi Perusahaan terhadap Strategi Bisnis, Reputasi Perusahaan terhadap Keunggulan Bersaing, Strategi Bisnis terhadap Kinerja Bisnis, serta Keunggulan Bersaing terhadap Kinerja Bisnis.

Kata Kunci : Lingkungan Bisnis, Reputasi Perusahaan, Kinerja Bisnis