

Abstrak

Karakteristik aset manajemen yang dimiliki perusahaan elektronik di Surabaya, saat ini telah menjadi kebutuhan penting perusahaan dalam meningkatkan hasil kinerja proyek pelayanan manajemen dari perusahaan media tersebut untuk tetap dapat mempertahankan keunggulan kompetitif secara berkelanjutan pada perusahaan (Sustainable Competitive Advantage), di tengah peta persaingan yang kompetitif dalam industri media saat ini.

Studi eksplorasi ini melibatkan 50 orang responden dari 17 perusahaan radio maupun televisi swasta di kota Surabaya. Penelitian ini bertujuan untuk menguji karakteristik aset manajemen proyek (project management assets) terhadap hasil kinerja manajemen proyek (project management performance outcomes) melalui dukungan organisasi (organizational support) dalam lingkup proyek pelayanan manajemen. Penelitian ini menggunakan pendekatan kuantitatif. Metode purposive sampling melibatkan 50 orang responden. Teknik analisis menggunakan Partial Least Square (PLS) melalui aplikasi SmartPLS.

Hasil penelitian dan teknik analisis menemukan bahwa hanya terdapat dua variabel yang berpengaruh positif signifikan pada variabel Valuable dan Inimitable dari empat karakteristik aset-aset manajemen proyek antara lain bersifat Berharga (Valuable Resource), Langka (Rare Resource), dan Sulit ditiru (Inimitable Resource) serta mendapat dukungan (organizational support). Karakteristik aset yang Langka (Rare Resource) dan Dukungan Organisasi (Organizational Support) memiliki pengaruh negatif terhadap hasil kinerja manajemen proyek dalam hal ini, sehingga disimpulkan bahwa proyek pelayanan manajemen pada perusahaan media di Surabaya masih berada dalam tahap competitive parity atau tingkat daya saing yang setara.

Kata kunci : Project Management, Resource-based View, VRIO Framework, Sustainable Competitive Advantage, Industri Media.

Abstract

Characteristics of the company's asset management electronics in Surabaya, this time the company has become an important requirement in improving project performance management services from the media company to maintain a sustainable competitive advantage in the company (Sustainable Competitive Advantage), in the center of the map competitive rivalry in the media industry today.

This exploratory study involved 50 respondents from 17 private radio or television company in the city of Surabaya. This study aimed to examine the characteristics of asset management project against the results of the performance of project management through the support of organizations (Organizational support) within the scope of project management services. This study uses a quantitative approach. Purposive sampling method involving 50 respondents. Analysis techniques using Partial Least Square (PLS) through the application SmartPLS.

Results of research and technical analysis found that only two variables were significant positive effect on the variable Valuable and inimitable of the four characteristics of assets, project management, among others, are Valuable (Valuable Resource), Rare (Rare Resource), and is difficult to imitate (Inimitable Resource) and received support (Organizational support). Characteristics assets of Rare (Rare Resource) and Support Organization (Organizational Support) has a negative effect on the results of project management performance in this regard, so it was concluded that the project management services on a media company in Surabaya is still in the stage of competitive parity or the equivalent level of competitiveness.

Keywords: Project Management, Resource-based View, VRIO Framework, Sustainable Competitive Advantage, Media Industry