

## ABSTRACT

### **The Influence of Organizational Learning towards the Competence, Diversification Level and Performance of Private Universities In North Sumatera**

The objective of this research was tested the effect of organizational learning towards the competence, diversification level, and performance of private universities in North Sumatera.

The study was a confirmatory carries out by testing several hypotheses in order to figure out the causal relationship of all the above variables. All private universities, 134 all together, under the Private Higher Education Coordinator (KOPERTIS) Region I Sumut-NAD in North Sumatera were taken as the population of this research. The study employed complete enumeration or census method; hence, sample and sampling technique were not required. The technical analysis applied to test the research hypothesis was Structural Equation Modeling (SEM) with the support of Amos 5 program.

The result of research showed that there were significant and positive relationships between organizational learning and competence, organizational learning and performance, competence and diversification level, competence and performance, and diversification level and performance.

Benefit of this research can be used as scientific information regarding the variables of organizational learning, competence, diversification level, and performance. It can also be used as a basis to motivate improvement of the competence, diversification level, and performance at education industry, particularly in North Sumatera.

**Keywords:** organizational learning, competence, diversification level, performance of private universities