

RINGKASAN

PENGARUH *ORGANIZATIONAL LEARNING* TERHADAP KINERJA KEUANGAN MELALUI KEMAMPUAN TEKNOLOGI INFORMASI PADA PERUSAHAAN MANUFAKTUR *GO PUBLIC* YANG TERDAFTAR DI BURSA EFEK JAKARTA

Enny Hardi

Organizational learning telah menjadi sebuah topik yang menarik karena sekarang ini perusahaan-perusahaan membutuhkannya jika ingin memperoleh keunggulan bersaing yang berkelanjutan. Marquardt (2002) berpendapat bahwa *organizational learning* adalah peningkatan intelektual dan kemampuan produktif yang diperoleh melalui komitmen dan kesempatan untuk perbaikan yang berkesinambungan di organisasi. Hubungan antara *organizational learning* dengan kinerja telah diteliti selama bertahun-tahun. Kinerja dapat diukur melalui kinerja keuangan. Slater dan Narver (1995), Hurley dan Tomas (1998) berpendapat bahwa *organizational learning* dapat meningkatkan kinerja melalui beberapa mediator seperti kepuasan pelanggan, kesuksesan produk baru, dan teknologi informasi. Penelitian ini menggunakan kemampuan teknologi informasi sebagai variabel *intervening*.

Tujuan dari penelitian ini adalah untuk mempelajari pengaruh langsung *organizational learning* terhadap kinerja keuangan, terhadap kemampuan teknologi informasi, pengaruh langsung kemampuan teknologi informasi terhadap kinerja keuangan, dan pengaruh tidak langsung *organizational learning* terhadap kinerja keuangan melalui kemampuan teknologi informasi. Penelitian ini mewakili penelitian-penelitian terdahulu oleh Bharadwaj (2000), Zhang dan McCullough (2002), Goh dan Ryan (2002), Sadat (2004).

Penelitian ini adalah penelitian kuantitatif dengan pengumpulan data menggunakan kuesioner. Kuesioner dikirimkan kepada perusahaan manufaktur *go public* melalui surat dan *e-mail* ke 150 perusahaan yang terdaftar di Bursa Efek Jakarta. Hanya 53 perusahaan yang mengembalikan kuesioner dan berpartisipasi pada penelitian ini. Analisis data menggunakan analisis jalur dengan program SPSS 11.0.

Hasil dari penelitian ini menunjukkan bahwa: (1) *organizational learning* memiliki pengaruh langsung negatif dan signifikan terhadap kinerja keuangan. Nilai estimasi standar *organizational learning* terhadap kinerja keuangan = -0,405 dan nilai signifikansi = 0,019, (2) *organizational learning* memiliki pengaruh langsung, positif dan signifikan terhadap kemampuan teknologi informasi. Nilai estimasi standar *organizational learning* terhadap kemampuan teknologi informasi = 0,604 dan nilai signifikansi = 0,000, (3) kemampuan teknologi informasi tidak memiliki pengaruh langsung, positif dan tidak signifikan terhadap kinerja keuangan. Nilai estimasi standar kemampuan teknologi informasi terhadap kinerja keuangan = 0,135 dan nilai signifikansi = 0,424, (4) *organizational learning* tidak memiliki pengaruh tidak langsung terhadap kinerja keuangan melalui kemampuan teknologi informasi sebagai variabel *intervening*. Nilai estimasi standar *organizational learning* terhadap kinerja keuangan melalui kemampuan teknologi informasi = 0,082.

Hasil dari penelitian ini mendukung penelitian Goh dan Ryan (2002) yang berpendapat bahwa *learning capability* tidak memiliki hubungan dengan kinerja keuangan, Zhang dan McCullough (2002) yang berpendapat bahwa *organizational learning* memiliki pengaruh yang positif terhadap kemampuan teknologi informasi. Hasil penelitian ini tidak mendukung penelitian Bharadwaj (2000) yang berpendapat bahwa kemampuan teknologi informasi memiliki hubungan dengan kinerja keuangan.

Saran dari penelitian ini adalah: (1) manajer puncak harus memahami konsep dari *organizational learning* dan kemampuan teknologi informasi, (2) penelitian selanjutnya dapat memperluas pengukuran kinerja tidak hanya melalui kinerja keuangan saja akan tetapi juga dari kinerja bukan keuangan, (3) penelitian selanjutnya dapat memperluas periode pengukuran lebih dari 3 tahun.

Kata kunci: *Organizational learning*, kemampuan teknologi informasi, kinerja keuangan.



SUMMARY

**THE EFFECT OF ORGANIZATIONAL LEARNING ON
FINANCIAL PERFORMANCE THROUGH INFORMATION
TECHNOLOGY CAPABILITY
AT GO PUBLIC MANUFACTURING FIRMS
LISTING IN BURSA EFEK JAKARTA**

Enny Hardi

Organizational learning become an interesting topic because today firms need it if they want to get a sustainable competitive advantage. Marquardt (2002) argued that organizational learning is the enhanced intellectual and productive capability gained through commitment to and opportunities for continuous improvement across the organization. The relationship between organizational learning and performance has been investigated for years. Performance can be measured by financial performance. Slater and Narver (1995), Hurley and Tomas (1998) argued that organizational learning can improve performance via mediators such as customer satisfaction, new product success, and information technology. This research uses information technology capability as intervening variable.

The purpose of this research is to study the effect of organizational learning directly on financial performance, on information technology capability, the effect of information technology capability on financial performance, and the effect of organizational learning indirectly on financial performance through information technology capability as intervening variable. This research represents the development of previous research by Bharadwaj (2000), Zhang and McCullough (2002), Goh and Ryan (2002), Sadat (2004).

This research is quantitative research with collecting data through questioner. Questionnaires were sent to go public manufacturing firms via mail and electronic mail to 150 firms listing in Bursa Efek Jakarta. Only 53 firms sent the questionnaires back and participate in this research. The analysis of data is conducted by Path Analysis with program of SPSS 11.0.

The result of this research show that: (1) Organizational learning has effect directly, negative and significant to financial performance. The value of standard estimation of organizational learning to financial performance=-0,405 and significancy value=0,019, (2) organizational learning has effect directly, positive and significant to information technology capability. The value of standard estimation of organizational learning to information technology capability=0,604 and significancy value=0,000, (3) information technology capability hasn't effect directly, positive and not significant to financial performance. The value of standard estimation of information technology capability to financial performance=0,135 and significancy value=0,424, (4) organizational learning hasn't effect indirectly to financial performance through information technology capability as intervening variable. The value of standard estimation of organizational learning to financial performance through information technology capability=0,082.

The results of this research support the research of Goh and Ryan (2002) that argued learning capability did not have relation with financial performance, Zhang and McCullough (2002) that argued organizational learning had positive impact to

information technology capability. The result of this research does not support the research of Bharadwaj (2000) that argued information technology capability had relation with financial performance.

The suggestion in this research are: (1) top managers have to understand the concept of organizational learning and information technology capability, (2) further researchs can expand the measurement of performance not only from financial performance view but also from non-financial performance view, (3) further research may have a long period of measurement more than 3 years periods.

Key words: organizational learning, information technology capability, financial performance.



ABSTRACT

THE EFFECT OF ORGANIZATIONAL LEARNING ON FINANCIAL PERFORMANCE THROUGH INFORMATION TECHNOLOGY CAPABILITY AT GO PUBLIC MANUFACTURING FIRMS LISTING IN BURSA EFEK JAKARTA

Enny Hardi

Organizational learning is valuable for firms because it takes firms to get competitive advantage through learning. The sustainable competitive advantage needs a good firm performance. The relationship between organizational learning and performance has been investigated for years. The result can be either positive or negative. Learning does not always imply better performance. Performance can be measured by financial performance. Some researchers argue that organizational learning can improve performance via mediators such as customer satisfaction, new product success, and information technology. This research uses information technology capability as intervening variable.

The purpose of this research is to study the effect of organizational learning directly on financial performance, the effect of organizational learning directly on information technology capability, the effect of information technology capability directly on financial performance, and the effect of organizational learning indirectly on financial performance through information technology capability as intervening variable.

The data were collected from go public manufacturing firms using questionnaires that sent via mail and electronic mail to 150 firms listing in Bursa Efek Jakarta. Only 53 firms sent the questionnaires back and participate in this research. The analysis of data is conducted by Path Analysis with program of SPSS 11.0.

The result of this research show that: (1) organizational learning has effect directly, negative and significant to financial performance; (2) organizational learning has effect directly, positive and significant to information technology capability; (3) information technology capability hasn't effect directly, positive and not significant to financial performance; (4) organizational learning hasn't effect indirectly to financial performance through information technology capability as intervening variable.

Keywords: Organizational learning, information technology capability, financial performance.