

## ABSTRAK

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### **PENGARUH *SHARED GOALS*, *DYNAMIC CAPABILITY*, *DIFFERENTIAL STRATEGY*, *SOCIAL CAPITAL* TERHADAP *COMPETITIVE ADVANTAGE* DENGAN *ORGANIZATIONAL LEARNING* SEBAGAI VARIABEL MODERASI PADA INDUSTRI PERBANKAN**

( xv + 157 halaman: 10 gambar: 21 tabel: 6 lampiran)

Industri bank saat ini menghadapi ketidakpastian ekonomi pada perubahan ekosistem digital. Hadirnya *financial technology* menjadi pesaing baru bagi industri perbankan untuk berkontribusi menopang ekonomi dan melayani akses pendanaan masyarakat. Industri bank perlu mengelola *competitive advantage* nya. Tujuan penelitian ini untuk memperhatikan faktor yang mempengaruhi terciptanya *competitive advantage* dengan *organizational learning* berperan sebagai moderasi dan *shared goals*, *dynamic capability*, *different strategy*, serta *social capital* menjadi faktor - faktor yang dapat mempengaruhi terciptanya *competitive advantage*. Penelitian ini dilakukan pada industri perbankan Indonesia. Subjek yang digunakan peneliti di dalam penelitian ini adalah *customer service* yang bekerja pada industri bank dengan minimal lama bekerja 1 tahun sebanyak 246 orang. Teknik yang digunakan pada penelitian ini kuantitatif. Penelitian ini menggunakan metode penarikan sampel *non probability sampling* dengan teknik *convenience Sampling*. Penelitian ini menggunakan teknik skala rating dengan skala likert 5 poin. Teknik analisa data penelitian ini dengan SEM, uji hirarki regresi dan uji multikolinearitas dengan *smartPLS 3.3.3*. Hasil penelitian ini adalah *dynamic capability* positif dan signifikan dalam memediasi efek positif terhadap *shared goals* dan *differential strategy*, *differential strategy* positif dan signifikan dalam memediasi efek positif terhadap *dynamic capability* dan *competitive advantage*, *social capital* positif dan signifikan dalam memediasi efek positif terhadap *shared goals* dan *competitive advantage*, *organizational learning* positif dan signifikan dalam memoderasi interaksi positif terhadap *shared goals* dan *dynamic capability*, *organizational learning* positif dan signifikan dalam memoderasi interaksi positif terhadap *shared goals* dan *social capital*, *organizational learning* tidak positif dan tidak signifikan dalam memediasi efek positif terhadap *dynamic capability* dan *differential strategy*, *organizational learning* positif dan tidak signifikan dalam memediasi efek positif terhadap *differential strategy* dan *competitive advantage* dan *organizational learning* positif dan signifikan dalam memoderasi efek positif terhadap *social capital* dan *competitive advantage*.

Referensi : 121 (2001 – 2021)

Keyword : *Competitive Advantage*; *Shared Goals*; *Dynamic Capability*; *Differential Strategy*; *Social Capital*; *Organizational Learning*

## ABSTRACT

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### **THE EFFERCT OF SHARED GOALS, DYNAMIC CAPABILITY, DIFFERENTIAL STRATEGY, SOCIAL CAPITAL ON COMPETITIVE ADVANTAGE WITH ORGANIZATIONAL LEARNING AS MODERATING VARIABLES IN THE BANKING INDUSTRY**

(xv + 157 pages: 10 images: 21 tables: 6 appendices)

The banking industry is currently facing economic uncertainty in the changing digital ecosystem. The presence of financial technology has become a new competitor for the banking industry to contribute to supporting the economy and serving access to public funding. The banking industry needs to manage its competitive advantage. The purpose of this study is to pay attention to the factors that influence the creation of competitive advantage with organizational learning acting as moderation and shared goals, dynamic capability, different strategies, and social capital are factors that can influence the creation of competitive advantage. This research was conducted in the Indonesian banking industry. The subjects used by the researchers in this study were customer service workers who worked in the banking industry with a minimum of 1 year working as many as 246 people. The technique used in this research is quantitative. This study uses a non-probability sampling method with convenience sampling technique. This study uses a rating scale technique with a 5-point Likert scale. The data analysis technique of this research is SEM, regression hierarchy test and multicollinearity test with *smartPLS* 3.3.3. The results of this study are positive and significant dynamic capability in mediating positive effects on shared goals and differential strategy, positive and significant differential strategy in mediating positive effects on dynamic capability and competitive advantage, positive and significant social capital in mediating positive effects on shared goals and competitive advantage. advantage, organizational learning is positive and significant in moderating positive interactions on shared goals and dynamic capability, organizational learning is positive and significant in moderating positive interactions on shared goals and social capital, organizational learning is not positive and insignificant in mediating positive effects on dynamic capability and differential strategy, organizational learning is positive and not significant in mediating positive effects on differential strategy and competitive advantage and organizational learning is positive and significant in moderating effects positive on social capital and competitive advantage.

Reference : 121 (2001 – 2021)

Keyword : *Competitive advantage; Shared Goals; Dynamic Capability; Differential Strategy; Social Capital; Organizational Learning*