ABSTRACT

The objective is to test whether there are effects of organizational learning, external environment and reputation toward organization competency. Further, to see if there is effect of this competency towards the organization's performance.

Research population was the entire private higher education under Kopertis Wilayah VI Jawa Tengah. The number was 237. The sample taken was 120 respondent, each representing one organization. Data gathering used questionaire method with Likert 7 scale. Analysis was done in Structural Equation Modeling using Analysis of Moment Structure (AMOS) ver. 16.0.

AMOS showed that the model proposed is acceptable. SEM analysis showed all hypothesis were accepted. The biggest influence for organization competency was from reputation. In other word, reputation is the factor that had biggest impact to organization competency.

This research had theoretical and managerial implication. Theoretically, this study justified previous research findings that organizational learning, external environment and reputation contributed positively and significantly to organization competency. The managerial implication was for the leaders of higher education organizations to always support organizational learning, observe and adapt to external environment change, and create good reputation in order to excel in the competency. This would also create performance for sustainable competitive advantage.

Keyword: organizational learning, business environment, reputation, competency, performance, competitive advantage.

SEMARANG

FEB UNDIP