

BAB V

PENUTUP

5.1 Kesimpulan

Penelitian ini dilakukan dengan tujuan mengkaji pengaruh kapabilitas bersaing terhadap kemampuan inovasi pada kontraktor di Indonesia. Selanjutnya, penelitian akan turut membandingkan tingkat pelaksanaan dengan tingkat kepentingan yang dimiliki oleh perwakilan perusahaan. Responden penelitian adalah kontraktor besar yang berdomisili di wilayah Indonesia dan memiliki proyek operasi di wilayah Indonesia yang diwakili oleh empat kriteria posisi manajerial yang dianggap mampu memberikan data yang diperlukan dalam penelitian. Kesimpulan dari penelitian ini dipaparkan sebagai berikut:

1. Hasil penelitian menunjukkan bahwa kontraktor di Indonesia menganggap bahwa kapabilitas bersaing dan kemampuan inovasi merupakan hal yang penting untuk dimiliki perusahaan. Secara spesifik, kapabilitas operasional dianggap sebagai faktor paling penting yang perlu untuk dimiliki kontraktor;
2. Terdapat beberapa perbedaan antara tingkat pelaksanaan dan persepsi tingkat kepentingan terkait kapabilitas perusahaan dan kemampuan inovasi. Tingkat Pelaksanaan terkait kapabilitas manajerial, kapabilitas pemasaran dan kapabilitas operasional didapati lebih rendah dibandingkan persepsi kepentingan yang dimiliki perwakilan perusahaan atas kapabilitas-kapabilitas tersebut. Selanjutnya, tingkat

pelaksanaan mengenai kemampuan inovasi tercatat lebih tinggi daripada persepsi kepentingan akan kemampuan inovasi.

Penelitian ini memiliki lima hipotesis untuk meneliti pengaruh antara kapabilitas bersaing dengan kemampuan inovasi pada kontraktor di Indonesia.

Hasil yang didapatkan dari pengujian hipotesis adalah sebagai berikut:

1. Kapabilitas manajerial berpengaruh positif pada kemampuan inovasi kontraktor di Indonesia, sehingga semakin tinggi kapabilitas manajerial, maka kemampuan inovasi juga akan semakin meningkat.
2. Kapabilitas pemasaran berpengaruh positif pada kemampuan inovasi kontraktor di Indonesia, sehingga semakin tinggi kapabilitas pemasaran, maka kemampuan inovasi juga akan semakin meningkat.
3. Kapabilitas operasional berpengaruh positif pada kemampuan inovasi kontraktor di Indonesia, sehingga semakin tinggi kapabilitas operasional, maka kemampuan inovasi juga akan semakin meningkat.
4. Kapabilitas finansial berpengaruh negatif pada kemampuan inovasi kontraktor di Indonesia, sehingga semakin tinggi kapabilitas finansial, maka kemampuan inovasi justru akan mengalami penurunan.
5. Kapabilitas SDM berpengaruh positif pada kemampuan inovasi kontraktor di Indonesia, sehingga semakin tinggi kapabilitas SDM, maka kemampuan inovasi juga akan semakin meningkat.

5.2 Saran

Penelitian yang telah dilakukan tidak lepas dari beberapa hal yang dapat ditingkatkan dalam penelitian selanjutnya. Beberapa saran yang dapat dilakukan adalah sebagai berikut:

1. Penelitian terbatas pada kontraktor skala besar di Indonesia. Penelitian selanjutnya dapat berfokus pada kategori lain dalam perusahaan konstruksi untuk selanjutnya dibandingkan dengan hasil dari penelitian ini.
2. Penelitian ini meneliti tentang persepsi tingkat kepentingan kapabilitas bersaing dan kemampuan inovasi. Penelitian selanjutnya dapat meneliti faktor – faktor lain yang dapat mempengaruhi kemampuan inovasi yang dimiliki kontraktor.

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