

**PENGARUH ORGANIZATION CAPABILITY DAN DYNAMIC
CAPABILITY TERHADAP BUSINESS SUSTAINABILITY DENGAN
MANAGERIAL COMPETENCY SEBAGAI VARIABEL MODERASI**

ABSTRAK

Abstract: Covid 19 Pandemic has creating many changes in business environment, many freights forwarding company in Indonesia have got negative impact by form of closing business, revenue decline, loss business, at the same time many business entities also have success to manage the opportunity to growth the business, ability to adjust their operation to survive which creating positive impact on their business. Business sustainability is become important goal for business market organization especially in the dynamic market condition, therefore it is requiring some strategic initiative to achieve the goal. This research is to explore the influence of organization capability, dynamic capability, managerial competency toward business sustainability, this quantitative research was conducted using an online questionnaire instrument with total 65 respondent, and a structural equation modeling partial least square (SEM-PLS) technique. Result from this research has shown organization capability, managerial competency, and dynamic capability having positive influence toward business sustainability, however managerial competency is not strengthening the influence factor of organization capability and dynamic capability toward business sustainability.

Keywords: strategic management, dynamic capability, organization capability, managerial competency, business sustainability.

Abstrak: Pandemi Covid 19 telah menciptakan banyak perubahan dalam lingkungan bisnis, banyak perusahaan freight forwarding terdampak negatif antara lain penutupan bisnis, pendapatan yang menurun, bisnis yang merugi, namun di waktu yang sama banyak entitas bisnis yang berhasil mengelola peluang untuk bertumbuh, mampu melakukan perubahan dalam operasional dengan tujuan bertahan yang pada akhirnya dapat menciptakan efek yang positif terhadap bisnis mereka. Keberlanjutan bisnis menjadi tujuan utama setiap organisasi bisnis khususnya pada situasi pasar yang dinamis seperti saat ini, oleh karena itu dibutuhkan inisiatif strategi untuk mencapai tujuan tersebut. Penelitian ini bertujuan untuk mengeksplorasi lebih lanjut pengaruh hubungan organization capability, dynamic capability, managerial competency terhadap business sustainability, penelitian kuantitatif dilakukan dengan menggunakan instrument kuesioner dengan total 65 responden diolah dengan menggunakan Teknik structure equation model partial least square (SEM-PLS). Hasil dari penelitian ini menunjukkan bahwa organization capability, managerial competency dan dynamic capability mempunyai pengaruh yang positif kepada business sustainability, namun managerial competency belum mampu memperkuat hubungan organization capability dan dynamic capability terhadap business sustainability.

Kata kunci : manajemen strategi, dynamic capability, organization capability, managerial competency, business sustainability.