

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Strategic Asset, Strategic Quality, dan Visionary Leadership terhadap Organizational Performance pada CV. Wahyu Kencana Motor. Dalam lingkungan bisnis yang semakin kompetitif, kinerja organisasi menjadi faktor penting dalam menjaga keberlanjutan dan keunggulan bersaing perusahaan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner terstruktur kepada seluruh karyawan CV. Wahyu Kencana Motor dengan menggunakan skala Likert sebagai alat ukur. Analisis data dilakukan dengan regresi linier berganda yang didukung oleh uji validitas, reliabilitas, dan uji asumsi klasik.

Hasil penelitian menunjukkan bahwa Strategic Asset, Strategic Quality, dan Visionary Leadership secara parsial maupun simultan berpengaruh positif dan signifikan terhadap Organizational Performance. Di antara ketiga variabel independen, Visionary Leadership memiliki pengaruh yang paling dominan. Nilai koefisien determinasi (R^2) menunjukkan bahwa sebagian besar variasi kinerja organisasi dapat dijelaskan oleh ketiga variabel tersebut, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

Temuan ini menegaskan bahwa pengelolaan aset strategis yang efektif, peningkatan kualitas secara berkelanjutan, serta penerapan kepemimpinan visioner merupakan faktor penting dalam meningkatkan kinerja organisasi.

Kata Kunci: Aset Strategis, Kualitas Strategis, Kepemimpinan Visioner, Kinerja Organisasi, Manajemen Organisasi

ABSTRACT

This study aims to examine the effect of Strategic Assets, Strategic Quality, and Visionary Leadership on Organizational Performance at CV. Wahyu Kencana Motor. In an increasingly competitive business environment, organizational performance becomes a critical factor in ensuring sustainability and competitive advantage. This research employs a quantitative approach using a survey method. Data were collected through structured questionnaires distributed to all employees of CV. Wahyu Kencana Motor, applying a Likert scale for measurement. The data were analyzed using multiple linear regression, supported by validity, reliability, and classical assumption tests.

The results indicate that Strategic Assets, Strategic Quality, and Visionary Leadership each have a positive and significant effect on Organizational Performance, both partially and simultaneously. Among the three independent variables, Visionary Leadership demonstrates the most dominant influence. The coefficient of determination (R^2) shows that a substantial proportion of organizational performance is explained by these variables, while the remaining variance is influenced by other factors not examined in this study.

These findings suggest that effective management of strategic resources, continuous quality improvement, and visionary leadership practices are essential drivers in enhancing organizational performance. The study provides practical implications for managerial strategies in the automotive sector, particularly in strengthening internal capabilities and leadership effectiveness to achieve sustainable performance improvement.

Keywords: Strategic Assets, Strategic Quality, Visionary Leadership, Organizational Performance, Organizational Management