

***THE INFLUENCE OF LEADERSHIP, INTENSITY OF COMPETITION,
AND ORGANIZATIONAL CULTURE AGAINST BUSINESS STRATEGY
AND PERFORMANCE OF MUSIC RECORDING COMPANY***

ABSTRACT

This research was aimed to analyze the influence of leadership, intensity of competition, and company organizational culture toward business strategy and performance of record music company. The phenomenon of decline in album selling, the change of digital culture, and business creativity competition affecting the company's business processes instability of recorded music. This descriptive of this study was able to explain the variable effect of leadership, intensity of competition, the organizational culture of the company's toward business strategy and performance company. Recording music company that will be addressed in this study were company that has become a member of the Association of Indonesian music industry (ASIRI). The sampling technique used in this research was purposive sampling, survey respondents are 30 directors and managers recorded music company who has been a member ASIRI. Data obtained in the form of primary data obtained directly from the source and secondary data obtained from the internet in order to complete the data. Methods of data analysis using partial least square method with software smartpls Ver.2.0.

From the hypothesis testing known that there is a positive influence between leadership towards business strategy with value of 0.14. There is positive influence of competition intensity on business strategy with value of 0.38. The organizational culture have positive effect toward business strategy with value of 0.46. Then there is positive effect of variable business strategies towards the performance with the value of 1.55 so that it can be explained that the leadership, the intensity of competition, organizational culture can increase the value of a business strategy which indicates that a good business strategy will boost the company's performance. There is the influence of the intensity of competition on the performance of the recorded music company with value at -0.78 explaining that the intensity of competition can decrease the value of the company's performance. The results also showed that the leadership variable has no effect on the performance of companies it can be understood that the leadership is in the record company is still in transition from the use of traditional media into digital media online. Then to variable organizational culture has no effect on performance, organizational culture within the company's management was not able to improve overall company performance. The results showed that business strategy variables may be intervening for the relationship between organizational culture on performance testing with a value of 0.589

Keywords: Leadership, Competition Intensity, Organizational Culture, Business Strategy, Company Performance.

