

INTISARI

Penelitian ini difokuskan pada analisis dimensi *corporate entrepreneurship* (*Innovativeness, Proactive, Risk Taking and Competitive Agresiveness*) dan *Market Orientation* (*Customer Orientation*) yang telah dilakukan oleh Bank ZYX pada Divisi/ Unit bisnis pengelolaan sektor BUMN dan Institusi Pemerintah. Penelitian ini juga melihat pada aspek peningkatan kerja yaitu penyaluran kredit, pengelolaan dana, transaksi perbankan dan *customer satisfaction* sebagai dampak dari penerapan *corporate entrepreneurship* dan *market orientation* di Bank ZYX.

Sejalan dengan meningkatnya persaingan global dan perubahan akan kebutuhan serta keinginan nasabah, Bank ZYX menyadari bahwa dekat dengan pasar merupakan hal yang penting untuk dilakukan. Oleh karena itu Bank ZYX melakukan perubahan strategi bisnis yaitu dengan membentuk suatu Direktorat HT, dengan tujuan agar lebih memfokuskan fungsi pengelolaan kredit dan pengelolaan non kredit pada sektor BUMN dan Institusi Pemerintah. Perubahan strategi bisnis yang dilakukan oleh Bank ZYX merupakan salah satu penerapan atau implementasi *corporate entrepreneurship* dan *market orientation* pada Bank ZYX. Penerapan *corporate entrepreneurship* dan *market orientation* menjadi penting karena dengan begitu Bank ZYX dapat memahami kelemahan, kekuatan, kemampuan dan strategi dari bank pesaing.

Fungsi *corporate entrepreneurship* adalah melakukan proses penciptaan kekayaan dan peningkatan nilai tambah melalui gagasan, meramu segala kreatifitas dan sumber-sumber hingga menjadi suatu inovasi baru yang nyata. Sedangkan fungsi *market orientation* adalah proses menciptakan nilai unggul untuk memuaskan nasabah dengan cara menggali kebutuhan dan keinginan nasabah. Dengan begitu akan membawa peningkatan kinerja bagi perusahaan.

Kata Kunci : *corporate entrepreneurship, market orientation* ; kinerja perusahaan.

ABSTRACT

The purpose of this research is to analyze corporate entrepreneurship dimension and market orientation for the improvement of credit performance, fund management and corporate transactions especially BUMN and Government Institution companies by Business Division of BUMN Sector and Government Institution at Bank ZYX. Therefore, the research used descriptive qualitative approach. The data were collected mainly through in-depth interviews, and was proceeded for further analysis.

The results of the analysis showed that the implementation of corporate entrepreneurship dimension has not been fully realized of the potential of existing corporate entrepreneurship and the application that has not been able to realize ideal conditions to be real condition. While the implementation of market orientation indicated that the application of market orientation in Bank ZYX was the application that was oriented to customers although it still had limited resources to be fully market orientated. The Government Institution in Bank ZYX was still not optimal, because it did fully realized the ideal condition of credit performance performance, fund management performance as well as transaction performance of BUMN companies and Government Institutions at Bank ZYX.

Other analysis results showed that the strategy of implementation of corporate entrepreneurship dimension and market orientation by Business Division of BUMN Sector and Government Institution at Bank ZYX for improvement of credit performance, fund management performance as well as corporate transaction performance of BUMN and Government Institution was a strategy that carefully considering internal factors based on the strengths and weaknesses as well as external factors in the form of opportunities and threats.

Keywords: corporate entrepreneurship, market orientation; Performance.