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Analisis perubahan strategik pada PT Telekomunikasi Indonesia Tbk
SAPUTRA, Yuda Yandana Pradi, Tesis S1, Han Hanoko, D.E.M.B.A.
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IN PT TELEKOMUNIKASI INDONESIA Tbk

ABSTRACT

Every company must take strategic management changes to be able to compete with its competitor and to be prepared for more complicated future challenges. This research aims to analyze the strategic changes in PT Telekomunikasi Indonesia Tbk according to changing process, internal context, and readiness to change as research variables.

This research uses measurement instrument (validity test and reliability test) and data analysis (statistic descriptive, simple linear regression and correlation) as analysis method. The data for the research is based on questioners from the research by Bouckennooghe (2009).

Research's outcomes show that the relationship between changing process and readiness to change is positive and significant; the relationship between internal context and readiness to change is also positive and significant. Changing process and internal context contribute effectively to readiness to change by 70,1% while dimension between research's variables have significant correlation.

Keywords : Strategic Change, Change Management, TELKOM