

ABSTRAK

FAKTOR-FAKTOR YANG MEMPENGARUHI KESUKSESAN PENCAPAIAN SASARAN STRATEGIS DI PT. KRAKATAU TIRTA INDUSTRI

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Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang menentukan kesuksesan pencapaian strategis pada PT Krakatau Tirta Industri yang yang dinilai belum optimal dengan indikasi masih ditemukan sasaran strategis jangka panjang yang belum tercapai, sasaran tahunan dalam beberapa tahun tidak tercapai, indikator pengukuran belum mencerminkan upaya peningkatan dalam rangka mencapai target capaian visi, serta adanya indikator kinerja yang tidak dilakukan pengukuran capaian. Setelah faktor-faktor diketahui, selanjutnya dikembangkan model kesuksesan pencapaian sasaran strategis PT Krakatau Tirta Industri, serta menyediakan langkah-langkah bagi PT Krakatau Tirta Industri yang dapat dipergunakan sebagai referensi pada masa mendatang. Dalam menentukan faktor kesuksesan pencapaian sasaran strategis, penulis melakukan pendekatan secara kuantitatif melalui kuesioner sebagai instrumen penelitian. Analisis terhadap data penelitian, peneliti menggunakan analisis faktor dan regresi. Penelitian ini menghasilkan bahwa terdapat tiga faktor yang mempengaruhi kesuksesan pencapaian sasaran strategis di PT Krakatau Tirta Industri yaitu *Leadership & Organizational Support*, *Goals & Pathway Visualization*, dan *Enterprise-wide Awareness & Direction*. Diharapkan perusahaan atau entitas sejenis yang mempunyai masalah sejenis dapat menaikkan tingkat kesuksesan pencapaian sasaran strategis dengan memperhatikan tiga faktor tersebut.

Kata kunci: kesuksesan strategi, implementasi strategi, analisis faktor

ABSTRACT

FACTORS AFFECTING STRATEGIC OBJECTIVES ACHIEVEMENT SUCCESS IN PT. KRAKATAU TIRTA INDUSTRI

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This study aims to identify the factors that determine the success of strategic achievements at PT Krakatau Tirta Industri which are considered not optimal with indications that long-term strategic targets have not been achieved, annual targets have not been achieved in several years, measurement indicators have not reflected efforts to increase in in order to achieve the target of achieving the vision, as well as the existence of performance indicators for which achievement is not measured. After the factors were identified, a successful model for achieving the strategic goals of PT Krakatau Tirta Industri was developed and provided steps for PT Krakatau Tirta Industri that could be used as a reference in the future. In determining the success factors in achieving strategic goals, the authors approached quantitatively through a questionnaire as a research instrument. Analysis of research data, researchers used factor analysis and regression. This research shows that there are three factors that influence the success of achieving strategic goals at PT Krakatau Tirta Industri, namely *Leadership & Organizational Support*, *Goals & Pathway Visualization*, and *Enterprise-wide Awareness & Direction*. It is expected that companies or similar entities that have similar problems can increase the level of success in achieving strategic objectives by paying attention to these three factors.

Keywords: strategic success, strategy implementation, factor analysis