BENCANA, SOLIDARITAS DAN INTEGRASI NASIONAL

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The influence of structure, culture, leadership, strategic alliances to innovation and organizational performance three-star Hotel in East Java

Abstract

To days, adaptive and innovative organizations are required within business environment which is more competitive, so that they will be able to take care of organization performance. This research aims to study the factors influencing organizational innovation and its influence to organizational performance of three star hotel in East Java. Such factors are organizational structure, organizational culture, strategic alliance and leadership. Research results indicate that organizational innovation is directly influenced significantly by organizational structure, organizational culture, leadership, and strategic alliance. Organizational performance is also influenced directly and significantly by organizational structure, organizational culture, leadership, and strategic alliance. Organizational innovation influences the organizational performance of three star hotel in East Java directly and significantly. For more details, the result of this research are that organizational structure have a positively direct significantly effect on organizational innovation.

Keyword : organizational, structure, organizational, culture, leadership, strategic, alliance, organizational, innovation, and, organizational, performance.

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