

ABSTRACT

From the data on the achievement of the tourism sector targets for 2015 - 2019, it is known that foreign tourist arrivals in 2019 could not reach the target of 20 million and only 16.1 million were realized. Then from the airport side, in the 2019 annual report PT. AP I and PT. AP II also has not been able to meet the profit target for the current year because the number of passengers served is not in accordance with the initial target setting.

The research was conducted on employees across airport management entities in Indonesia, namely: PT. Angkasa Pura I (Persero), PT. Angkasa Pura II (Persero), PERUM. LPPNPI and Airport management under the Directorate General of Civil Aviation, Ministry of Transportation of the Republic of Indonesia.. The sample taken was 113 respondents. Sampling in this study using random sampling techniques. The data was collected by means of a questionnaire using a 7-point Likert scale to measure 38 item questions. The analysis technique used is structural equation modeling (SEM).

The results of the analysis show that the strategic orientation, leadership, human capital and service orientation variables directly influence organizational performance and indirectly through the intervening variable competitive advantage. Management must pay attention to these 5 variables because they affect organizational performance.

Key Words: Strategic Orientation, Leadership, Human Capital, Service Orientation, Competitive Advantage, Organizational Performance, Structural Equation Modeling (SEM)