THE INFLUENCE OF STRATEGIC MANAGEMENT AND ORGANIZATIONAL BEHAVIOR ON ORGANIZATIONAL PERFORMANCE IN THE HOTEL SERVICE INDUSTRY

Arif Budi Raharja
Universitas Mathla'ul Anwar, Banten, Indonesia
Email: arif.budi22@unmabanten.ac.id

Abstract

This study aims to analyze the influence of strategic management and organizational behavior on organizational performance within the hotel service industry in Bandung. The increasingly dynamic nature of hotel industry competition demands that organizations effectively implement strategic management and foster organizational behavior that supports the achievement of corporate goals. A quantitative approach utilizing a survey method was employed. The study sample consisted of 50 respondents working in hotel service businesses in Bandung, selected via purposive sampling. Data were collected using Likert-scale questionnaires and analyzed through multiple linear regression using SPSS software. Statistical testing involved partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2). The results indicate that strategic management has a significant influence on organizational performance. Furthermore, organizational behavior also significantly influences organizational performance. Simultaneously, strategic management and organizational behavior exert a significant influence on organizational performance within the hotel industry in Bandung. These findings demonstrate that achieving organizational performance requires not only effective strategies but also individual and group behaviors capable of supporting strategy implementation. The study implies that hotel management should strengthen the processes of strategy formulation, implementation, and evaluation while creating an organizational environment that fosters communication, cooperation, motivation, and responsibility to enhance operational effectiveness and organizational competitiveness.

Keywords: *Strategic Management, Organizational Behavior, Organizational Performance, Hotel Service Business.*

A. INTRODUCTION

The hotel service industry plays a vital role in supporting tourism activities and the regional economy. The industry's growth has been accompanied by intensifying competition among hotels, shifting consumer preferences, rising demands for service quality, and the need to adapt to technological advancements (Rihardi, 2021). These conditions require hotel companies to continuously improve their organizational performance. Organizational performance is determined not only by a company's ability to provide facilities and services but also by management's capacity to set strategic direction and effectively manage human resources (Khaeruman et al., 2024). In this context, strategic management and organizational behavior are two critical factors that can influence organizational performance outcomes. Strategic management involves the processes of formulating, implementing, and evaluating strategies to achieve organizational goals, whereas organizational behavior concerns how individuals and groups interact, communicate, collaborate, and perform their roles within the organization (Prasetyo, 2018). The two are interconnected, as a well-formulated strategy requires organizational members whose behavior enables effective implementation.

Strategic management was selected as a research variable due to the importance of an organization's ability to respond to changes in the business environment and optimize its resources. An appropriate strategy helps hotels set priorities, enhance efficiency, and establish a competitive advantage (Warlizasusi, 2018). Meanwhile, organizational behavior was chosen because the hotel business relies heavily on interactions between employees and customers. Employee attitudes, communication, teamwork, leadership, motivation, and commitment shape the quality of service delivery, ultimately influencing organizational outcomes (Darsana & Koerniawaty, 2021). Previous studies indicate a link between strategic management practices and hotel performance (Joe et al., 2023), while other research has found that strategic management accounting and organizational capabilities impact organizational performance in the hotel service sector (Azmi & Harti, 2021). Regarding the behavioral aspect, research highlights the importance of organizational behavior in explaining employee performance; specifically, a study on hotels in Surabaya identified a link between organizational citizenship behavior and employee performance (Susanti, 2023). These findings demonstrate that both strategic and behavioral aspects play a crucial role in enhancing performance within the hospitality industry.

Bandung was selected as the research site due to its high levels of tourism and business activity, which have fostered a thriving and competitive hotel industry. Consequently, hotels in Bandung face the challenge of maintaining occupancy rates, service quality, customer satisfaction, and operational efficiency (Holisoh & Saefuddin, 2025). Amidst increasingly dynamic competition, hotel managers cannot rely solely on physical facilities; they also require adaptive strategies and a workforce capable of consistently executing those strategies (Sulaeman, 2016). Therefore, Bandung serves as a relevant context for examining the impact of strategic management and organizational behavior on organizational performance.

Existing literature indicates that the relationship between strategy, organizational behavior, and performance has been a subject of various studies, yet certain limitations remain. Research on hotel performance shows that business strategy orientation and strategic management practices can improve both customer-related and financial performance (Darmawan et al., 2023). Studies by Azmi and Harti (2021) also identified the influence of strategic management accounting and organizational capabilities on the performance of hospitality service firms. Furthermore, other research has established a link between organizational behavior and employee performance (Nauval & Ramadhayanti, 2024). However, much of the prior research has focused primarily on employee performance as the dependent variable, while studies simultaneously integrating strategic management and organizational behavior to explain organizational performance within the hospitality sector—particularly in Bandung—remain limited. This situation reveals a research gap: a lack of comprehensive studies combining strategic and behavioral perspectives to explain organizational performance in the hospitality sector within this local context.

Based on this research gap, the novelty of this study lies in the integration of strategic management and organizational behavior as two determinants examined jointly to explain organizational performance within the hotel service sector in Bandung. This study examines not only how organizations formulate and implement strategies but also how individual and group behaviors within the organization support strategy execution to achieve optimal performance. Consequently, this research is expected to expand empirical insights into the internal factors determining organizational success in the hotel service industry. From a practical standpoint, the findings can provide valuable input for hotel management to strengthen strategy formulation and implementation while fostering organizational behaviors that enhance effectiveness, efficiency, productivity, and service quality. Accordingly, this study aims to analyze the impact of strategic management and organizational behavior on organizational performance in Bandung's hotel service sector, considering both individual and simultaneous effects.

B. LITERATURE REVIEW

1. Strategic Management

Strategic management involves formulating and managing a plan that considers various facets, aiming to generate a positive, long-term impact on the organization. A key focus of strategic management is the long-term impact of applying strategic concepts to a company—ensuring sustainability, including the maintenance of stable profits (Yunus et al., 2024). Stable profits are driven by sales stability characterized by continuous growth.

According to Solihin (2012), strategic management refers to the formulation of top-level corporate policies or strategies and their implementation within both public and private organizations. In general, the scope of strategic management is extensive, encompassing both internal and external dimensions. Nasir (2024) defines strategic management as a series of decisions and actions, representing the range of options available to and selected by managers to achieve organizational goals. These decisions and actions may be determined partially or entirely, and in practice, they can be executed either simultaneously or sequentially.

2. Organizational Behavior

Robbins (2003) posits that organizational behavior is a system focusing on the influence that individuals, groups, and structures have on behavior within an organization. Sudiro (2021) notes that organizational behavior involves a set of concepts regarding the interaction between people and the organizational environment, aiming to understand behavior, social systems, common interests, and events within the organization. At a macro level, organizational activities aim to satisfy the interests of all stakeholders, both internal and external.

Duha (2018) states that organizational behavior examines the influence of individuals, groups, and structures to enhance organizational effectiveness.

Individuals within the organization apply their knowledge to improve organizational effectiveness.

3. Organizational Performance

Organizational performance refers to an organization's ability to achieve established goals—such as providing quality services, enhancing operational efficiency and effectiveness, and effectively meeting the needs of the community (Suryani, 2018).

According to Santoso et al. (2018), organizational performance is also reflected in the processes through which activities are carried out to achieve specific goals. A government agency is an institution that drives the machinery of government and fosters human resource development to ensure high performance.

Nasucha, as cited in Ranto (2024), defines organizational performance as the overall effectiveness of an organization in meeting the established needs of various stakeholder groups through systematic efforts and the continuous enhancement of organizational capabilities to effectively fulfill those needs.

C. METHOD

This study employs a quantitative approach using a survey method to analyze the influence of strategic management and organizational behavior on the organizational performance of hotel service businesses in Bandung City. The research variables consist of strategic management (X1) and organizational behavior (X2) as independent variables, and organizational performance (Y) as the dependent variable. The study population comprises employees of hotel service businesses in Bandung City, with a sample size of 50 respondents. Purposive sampling was used, with criteria requiring respondents to have at least one year of work experience and an understanding of both organizational activities and hotel operations. Data were collected via questionnaires using a 1–5 Likert scale. Strategic management was measured through indicators of strategy formulation, implementation, and evaluation; organizational behavior through individual behavior, group behavior, communication, cooperation, leadership, and motivation; and organizational performance through effectiveness, efficiency, productivity, service quality, and the achievement of organizational goals. The data obtained from the questionnaires were first subjected to validity and reliability tests to ensure the research instrument's trustworthiness. Subsequently, classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests—were conducted. Data analysis was performed using multiple linear regression to examine the influence of leadership and organizational behavior variables on organizational performance. A t-test was conducted to determine partial influence, while an F-test was used to determine simultaneous influence (Ghazali, 2011). All data processing was carried out using SPSS software.

D. RESULT AND DISCUSSION

1. Data Validity Test

The validity test in this study was conducted using the criterion that an item is considered valid if the calculated correlation coefficient (r-count) is greater than the critical correlation value (r-table). With a total of 50 respondents and a significance level of 5%, the critical value (r-table) was determined to be 0.285. Based on the validity analysis conducted on the research instrument, which consisted of the Strategic Management (X1), Organizational Behavior (X2), and Organizational Performance (Y) variables, all questionnaire items were found to have r-count values greater than the r-table value (r-count > 0.285). This indicates that all questionnaire items can be considered valid, meaning that they are capable of measuring the intended constructs in accordance with the objectives of the study.

2. Reliability Test

The reliability test in this study was conducted using Cronbach's Alpha statistical analysis with the assistance of SPSS version 25. The decision-making criterion was based on the Cronbach's Alpha value, whereby an instrument is considered reliable if its Cronbach's Alpha coefficient is greater than 0.60 ($\alpha > 0.60$). Based on the SPSS output, the overall Cronbach's Alpha value for the constructs comprising the questionnaire items for the three research variables, namely Strategic Management, Organizational Behavior, and Organizational Performance, was 0.818. This value is well above the minimum threshold of 0.60. Therefore, it can be concluded that all questionnaire items used in this study demonstrate a high level of internal consistency and can be considered reliable.

3. Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to examine the linear relationship between two or more independent variables and one dependent variable. This analysis aims to determine the direction of the effect of each independent variable on the dependent variable, whether the effect is positive or negative. In addition, multiple linear regression analysis can be used to predict the value of the dependent variable based on changes in the independent variables. In this study, hypothesis testing was conducted using multiple linear regression analysis, with the data processed using SPSS version 25.0. This approach enables the researcher to obtain a more accurate understanding of the extent to which the variables of Strategic Management and Organizational Behavior contribute to the Organizational Performance of hotel employees in Bandung City.

Table 1. Multiple Linear Regression Test Results

Coefficients[a]

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	1.284	2.902
Strategic management (X1)	.542	.063
Organizational behavior (X2)	.541	.128

a. Dependent Variable: Organizational Performance (Y)

Based on Table 1 above, the multiple linear regression equation is obtained as follows: $Y = 1.284 + 0.542X1 + 0.541X2$. The constant value is positive at 1.284, indicating that when the values of the Strategic Management and Organizational Behavior variables are held constant or set to zero, organizational performance retains a positive value. The unstandardized coefficient (B) for variable X1 (Strategic Management) is positive at 0.542, indicating a positive relationship between Strategic Management and organizational performance. In other words, if the level of Strategic Management increases, organizational performance the hotel industry in Bandung City will also tend to increase. The unstandardized coefficient (B) for variable X2 (Organizational Behavior) is positive at 0.541, indicating a positive influence of Organizational Behavior on organizational performance. This means that if Organizational Behavior improves, organizational performance within the hotel industry in Bandung City will also tend to improve.

4. Hypothesis Testing

A hypothesis is defined as a tentative answer to the research problem formulation. The validity of this hypothesis must be verified using the collected data.

Tabel 2. Hasil Uji t

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	1.284	2.902		.439	.655
Mo (X1)	.542	.063	.529	4.640	.000
Organizational Behavior (X2)	.541	.128	.193	4.887	.001

a. Dependent Variable: Organizational Performance (Y)

Based on the data presented in Table 2, the t-test results for the Strategic Management variable show a calculated t-value of 4.640, which significantly exceeds the t-table value of 1.678. Furthermore, the obtained significance value is 0.000, which is lower than the established significance level of 0.05. This indicates that Strategic Management (X1) has a significant effect on Organizational Performance (Y). Consequently, the alternative hypothesis (Ha) is accepted, while the null hypothesis (Ho) is rejected. Regarding the Organizational Behavior variable, a calculated t-value of 4.887 was obtained—also exceeding the t-table value of 1.678—with a significance value of 0.001, which falls below the 0.05 significance threshold. These results demonstrate that Organizational Behavior (X2) significantly influences Organizational Performance (Y); thus, the alternative hypothesis (Ha) is accepted. These findings confirm that both strategic management and organizational behavior individually make a substantial contribution to enhancing the organizational performance of hotel employees in the city of Bandung.

In this context, the F-test is used to determine in detail how the independent variables contribute to the dependent variable. The F-test serves to evaluate whether the independent variables, when included in the model, collectively exert a significant influence on the dependent variable. This statistical test is useful for assessing the joint impact of the independent variables on the dependent variable.

Table 3. F Test Results

ANOVA[a]

Model	Sum of Square	df	Mean Square	F	Sig
Regression	45.927	2	22.958	10,316	.000[a]
Residual	104.565	48	2.220		
Total	150.496	50			

a. Predictor: (Constant), Organizational Behavior (X2), Strategic Management (X1)
b. Dependent variable: Organizational Performance (Y).

Based on the F-test results, the calculated F-value was 10.320, which exceeds the F-table value of 3.20. Furthermore, the significance value (Sig F) was recorded at 0.000, which is lower than the established significance level of 0.05. These results indicate that the variables of Strategic Management (X1) and Organizational Behavior (X2) simultaneously exert a significant influence on the variable of Organizational Performance (Y). The significance value falling below the alpha level ($\alpha = 0.05$) confirms that both independent variables jointly influence the dependent variable. Thus, it can be concluded that Strategic Management and Organizational Behavior collectively make a meaningful contribution to enhancing organizational performance at the Subang Regency Manpower Office. Based on these findings, the alternative hypothesis (Ha) is accepted while the null hypothesis (Ho) is rejected, thereby substantiating the study's initial premise regarding the existence of a significant influence among these variables.

5. Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) serves as an indicator of the extent to which the model can explain the variation in the dependent variable. The value of the coefficient of determination ranges from 0 to 1. A low R^2 value indicates that the independent variables have limited ability to explain the variation in the dependent variable. Conversely, if the value approaches 1, the independent variables provide nearly all the information required to predict the dependent variable.

Table 4 Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of Estimate
1	.793	.628	.614	1.49139

Predictors: (Constant), Perilaku organisasi, Manajemen strategi

The results in Table 4 show an R-square value of 0.630. This indicates that the independent variables used in this research model contribute 62.80% toward explaining the influence of variables on organizational performance within the hotel industry in Bandung, while the remaining 37.20% is influenced by other variables not measured in this study.

Research results indicate that strategic management (X1) has a significant influence on organizational performance (Y) within the hotel industry in Bandung. These findings demonstrate that the better the implementation of strategic management within an organization, the greater the potential for enhancing organizational performance. Conceptually, strategic management comprises a series of processes—including strategy formulation, implementation, and evaluation—that take into account both the organization's internal and external conditions. In the hotel industry, the application of appropriate strategies enables management to identify changing customer needs, anticipate competition, optimize resources, and improve operational effectiveness. Systematically formulated strategies also provide clear direction for every part of the organization in achieving its goals, thereby driving improvements in productivity, efficiency, service quality, and the attainment of organizational targets. Thus, the significant impact of strategic management on organizational performance highlights that a hotel's ability to manage and implement strategy is a crucial factor in navigating the increasingly competitive dynamics of the hotel industry.

The study also reveals that the success of strategic management depends not merely on an organization's planning capabilities, but primarily on the consistency of strategy implementation and evaluation. Within the context of Bandung's hotel industry, adaptive strategies allow organizations to respond to shifts in consumer behavior, technological advancements, price competition, and demands for high-quality customer experiences. These findings align with the strategic management perspective, which views strategy as a mechanism for aligning organizational resources and capabilities with environmental changes to achieve competitive advantage and sustainable performance. Consequently, hotel management must periodically evaluate strategies, ensure alignment between strategy and market conditions, and optimize available resources to translate strategies into operational actions that drive performance. Empirically, these findings reinforce the argument that strategic management is a key determinant of organizational performance, particularly for hotel businesses operating in environments characterized by high levels of competition and dynamic business conditions.

Research results indicate that organizational behavior (X2) has a significant influence on organizational performance (Y) within the hotel industry in Bandung. These findings demonstrate that the better the organizational behavior established within the work environment, the higher the level of organizational performance achieved. Organizational behavior relates to how individuals and groups perform their roles, interact, communicate, collaborate, and respond to various situations within the organization. In the hotel industry, these aspects play a crucial role because service quality relies heavily on the engagement and direct interaction between employees and customers. Positive work behaviors—such as effective communication, teamwork, responsibility, discipline, motivation, and adaptability—foster a conducive work environment and support smooth hotel operations. Thus, the significant impact of organizational behavior on performance highlights that organizational success is determined not only by strategies and available resources but also by how members execute and implement their roles in daily work activities.

These findings imply that hotel business managers must focus on cultivating organizational behavior that supports the achievement of corporate goals. Individual and group behaviors aligned with organizational values and objectives can enhance coordination, strengthen collaboration, accelerate task completion, and improve service quality for customers. In the highly competitive hotel industry of Bandung, employees' abilities to communicate, collaborate, provide responsive service, and adapt to customer needs are vital for sustaining organizational performance. Therefore, management needs to create a supportive work environment through effective internal communication, leadership that provides direction and motivation, recognition of employee contributions, and continuous competency development.

Ultimately, these results reinforce the argument that organizational behavior is a key internal factor driving organizational performance, particularly in the hotel service industry, which depends heavily on the quality of interactions and the contributions of human resources.

Research findings indicate that strategic management (X1) and organizational behavior (X2) simultaneously exert a significant influence on organizational performance (Y) within the hotel industry in Bandung. These findings demonstrate that enhancing organizational performance depends not only on management's ability to formulate and execute strategies but also on the individual and group behaviors within the organization that support such implementation. Strategic management provides direction, objectives, and a framework for managing organizational resources, whereas organizational behavior plays a crucial role in ensuring that strategies are effectively translated into operational actions. A sound strategy lacking the support of positive work behaviors risks facing implementation hurdles; conversely, positive organizational behavior requires clear strategic direction to ensure that individual and group activities remain aligned with organizational goals. In the context of the hotel industry, the integration of these two factors can drive improvements in operational effectiveness, service quality, productivity, resource efficiency, and the achievement of organizational objectives.

The results also suggest that strategic management and organizational behavior are complementary internal aspects in building sustainable organizational performance. The hotel industry is characterized by a strong reliance on an organization's ability to respond to changing customer needs, business competition, technological advancements, and demands for service quality. Therefore, organizational strategies must be formulated adaptively and communicated effectively to all members to ensure consistent implementation. Simultaneously, work behaviors—manifested through teamwork, communication, responsibility, motivation, leadership, and adaptability—serve to reinforce strategy execution at the operational level. From a practical standpoint, this study indicates that hotel managers in Bandung need to develop strategies that are responsive to the business environment while fostering a work culture and organizational behavior that support strategy implementation. By integrating strategic and behavioral aspects, companies can align organizational direction with the actions of their members, thereby potentially enhancing performance and the competitiveness of their hotel operations in a sustainable manner.

E. CONCLUSION

Based on the research findings, it can be concluded that strategic management significantly influences organizational performance within the hotel industry in Bandung. These findings demonstrate that an organization's ability to formulate, implement, and evaluate strategies is a crucial factor in enhancing performance outcomes. Furthermore, organizational behavior also significantly impacts performance, indicating that individual and group behaviors—manifested through communication, cooperation, responsibility, motivation, and adaptability—play a pivotal role in the effective achievement of organizational goals. Thus, both strategic and behavioral aspects make significant contributions to building organizational performance in the hotel service sector. Simultaneously, strategic management and organizational behavior exert a significant influence on organizational performance in Bandung's hotel industry. These results indicate that improving organizational performance requires an integration of clear strategies and organizational behaviors that effectively support strategy implementation. The study's implications suggest that hotel management needs to strengthen strategy formulation and evaluation processes while fostering a work environment that encourages employee communication, cooperation, motivation, and responsibility. Integrating these two aspects is expected to enhance operational effectiveness, service quality, productivity, and the long-term competitiveness of hotel businesses. Future research is advised to consider other variables that may influence organizational performance and to utilize larger sample sizes and a broader scope of study subjects.

REFERENCES

Azmi, Z., & Harti, I. D. (2021). Pengaruh Akuntansi Manajemen Strategik dan Kapabilitas Organisasional Terhadap Kinerja Organisasi. *Ekonomis: Journal of Economics and Business*, *5*(1), 266-276.

Darmawan, D., Sari, P. N. L., Jamil, S. A., & Mardikaningsih, R. (2023). Penerapan manajemen strategi: Kontribusi orientasi pasar dan orientasi teknologi terhadap kinerja bisnis UMKM. *Journal of Management and Economics Research*, *1*(2), 64-70.

Darsana, I. M., & Koerniawaty, F. T. (2021). *Organizational citizenship behavior, personality, budaya organisasi dan kinerja karyawan, aplikasi pada manajemen sumber daya manusia ke-pariwisataan*. Badung: Nilacakra.

Duha, T. (2018). *Perilaku organisasi*. Sleman: Deepublish.

Holisoh, O., & Saefuddin, A. (2025). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Grand Sovia Hotel Bandung. *Jurnal Pelita Nusa: Social and Humaniora*, *5*(2), 222-233.

Joe, A. F., Akram, A., & Fitriyah, N. (2023). Pengaruh Akuntansi Manajemen Strategik Dan Kapabilitas Organisasional Terhadap Kinerja Organisasi Selama Covid-19 Pada Industri Hotel di Wilayah Senggigi Tahun 2020-2022. *Jurnal Riset Mahasiswa Akuntansi*, *3*(3), 40-58.

Khaeruman, K., Mukhlis, A., Bahits, A., & Tabroni, T. (2024). Strategi perencanaan sumber daya manusia untuk meningkatkan kinerja organisasi. *Jurnal Riset Bisnis Dan Manajemen Tirtayasa*, *7*(1), 41-50.

Nasir, M. (2024). *Manajemen Strategik*. STAIHA Press.

Nauval, M., & Ramadhayanti, A. (2024). Pengaruh penerapan pelatihan kerja dan perilaku organisasi terhadap kinerja karyawan pada PT Serasi Tunggal Mandiri. *Media Ekonomi dan Bisnis*, *1*(1), 21-31.

Prasetyo, M. A. M. (2018). Peranan Perilaku Organisasi dan Manajemen Strategi dalam Meningkatkan Produktivitas Output Pendidikan. *Idarah (Jurnal Pendidikan Dan Kependidikan)*, *2*(1), 73-93.

Ranto, D. W. P. (2024). Strategi peningkatan kinerja karyawan sebagai upaya peningkatan kinerja organisasi: Systematic literature review. *Jurnal E-Bis*, *8*(1), 1-12.

Rihardi, E. L. (2021). Pengembangan manajemen sumber daya manusia sebagai sebuah keunggulan kompetitif pada industri pariwisata dan perhotelan. *Komitmen: Jurnal Ilmiah Manajemen*, *2*(1), 10-20.

Robbins, S. P. (2003). *Perilaku Organisasi*. Jakarta: Indeks.

Santoso, E. B., Fiernaningsih, N., & Murtiyanto, R. K. (2018). Pengaruh Budaya Organisasi Terhadap Kinerja Organisasi. *Jurnal Administrasi Dan Bisnis*, *12*(1), 40-45.

Solihin, I. (2012). *Manajemen Strategik*. Jakarta: Erlangga.

Sudiro, A. (2021). *Perilaku organisasi*. Jakarta: Bumi Aksara.

Sulaeman, I. (2016). Kualitas Pelayanan dan Strategi Marketing terhadap Kepuasan pada Suria City Hotel Bandung. *Jurnal Lentera Bisnis*, *5*(2).

Suryani, N. K. (2018). *Kinerja Organisasi*. Sleman: Deepublish.

Susanti, E. (2023). Organizational Citizenship Behavior dan Kinerja Karyawan. *Jurnal Ilmu Manajemen*, *15*(2), 130-142.

Warlizasusi, J. (2018). Analisis Perencanaan Strategis, Rencana Strategis Dan Manajemen Strategis STAIN Curup 2015-2019. *Tadbir: Jurnal Studi Manajemen Pendidikan*, *2*(2), 155-180.

Yunus, M., Ibrahim, M., Musnadi, S., Buchari, A. M., Maihani, S., Syauqi, T. M., ... & Sawitri, R. (2024). *Manajemen Strategi*. Sleman: Deepublish.