

ABSTRAK

Penelitian ini dilaksanakan dalam latar organisasi *Cooperative Trading House* (CTH) di Jawa Timur. Penelitian bertujuan untuk memepertinggi pemahaman kinerja CTH dalam sebuah model teoritis dengan mengajukan variabel eksogen komunikasi internal, variabel bebas endogen proaktif teknologi, pembelajaran organisasi, inovasi organisasi dan variabel endogen kinerja CTH. Data-data variabel penelitian dikumpulkan dengan menggunakan kuesioner melalui WhatsApp & Mail Survey. Populasi penelitian ini adalah seluruh pengurus CTH dan pemilik Usaha Mikro, Kecil dan Menengah (UMKM) yang tergabung dalam CTH. Sampel penelitian diambil sebanyak 318 orang dengan teknik *purposive sampling*. Data-data penelitian dianalisis dengan analisis jalur regresi. Hasil analisis organisasi menunjukkan struktur organis organisasi CTH merupakan tipe adhokrasi yang berfungsi dasar bagi komunikasi internal. Hasil analisis statistik menunjukkan komunikasi internal menjadi arus utama dalam operasional CTH. Komunikasi internal menjadi kekuatan pendorong bagi proaktif teknologi, pembelajaran organisasi dan kinerja CTH. Pembelajaran organisasi memiliki kekuatan penghubung komunikasi internal yang mempertinggi kinerja CTH sekaligus jembatan komunikasi internal CTH menuju organisasi inovatif.

Kata kunci: *Cooperative Trading House*, komunikasi internal, proaktif teknologi, pembelajaran organisasi, inovasi organisasi, kinerja.



ABSTRACT

This research was carried out in the background of the Cooperative Trading House (CTH) organization in East Java. The research aims to enhance understanding of CTH performance in a theoretical model by proposing internal communication as exogenous variables, proactive technology, organizational learning and organizational innovation as endogenous variables, and endogenous variables of CTH performance. Research variable data were collected using a questionnaire through WhatsApp & Mail Survey. The population of this study is all CTH management and Micro, Small and Medium Enterprises (MSME) owners who are members of CTH. The research sample was taken of 318 people by purposive sampling technique. Research data were analyzed by path regression analysis. The results of the organizational analysis show that the organic organizational structure of CTH is an adhocracy type that functions as a basis for internal communication. The results of statistical analysis show that internal communication is becoming the mainstream in CTH operations. Internal communication is a driving force for proactive technology, organizational learning and CTH performance. Organizational learning has the strength of connecting internal communication that enhances CTH performance as well as CTH's internal communication bridge towards innovative organizations.

Key words: *Cooperative Trading House* (CTH), internal communications, proactive technology, organizational learning, organizational innovation, performance.