

THE EFFECT OF INFRASTRUCTURE, CULTURE, AND ENTREPRENEURSHIP ORIENTATION ON BUSINESS PERFORMANCE AND WELFARE HOUSEHOLD OF WOOD INDUSTRY ENTERPRISES IN BALI INDONESIA

¹JB. Wowok Birowo, ²Prof. Dr. Made Suyana Utama, SE., MS.,
³Prof. Dr. I Ketut Sudibia, SE., SU, ⁴Dr. I G W Murjana Yasa, SE., Msi

¹Candidates Doctor of Economic Sciences Program, Udayana University, Denpasar Bali Indonesia
^{2,3,4}Lecturer of Doctoral Economics Sciences Program, Udayana University, Denpasar Bali Indonesia

Abstract: Wood industry craft in Bali Province has existed since the 1980s, and experienced the peak of glory in 2003 with an increase of 20.9 percent as the development of tourism industry in Bali Province of Indonesia. The potential of woodcraft is large this shows the interest of the community in the Regency and City in Bali in the entrepreneurship field is high and open business opportunities for other communities. This research is an explanatory study using survey method. The survey was conducted to 164 respondents of household heads of wood industry craftsmen in Bali Province with disproportional random sampling method. Data is collected by cross section by using questionnaire, which is then analyzed quantitatively and qualitatively. The model used to test the hypothesis is Structural Equation Model. The results showed that 1) development infrastructure, culture and entrepreneurial orientation directly have a positive and significant influence on business performance; 2) development infrastructure, culture and entrepreneurial orientation directly have a positive and significant influence on the welfare of the household; 3) development infrastructure, culture and entrepreneurial orientation indirectly have a positive and significant impact on the welfare of the households, while the indirect business performance also has a positive and significant influence on the welfare of the wood industry employers; and 4) direct entrepreneurial orientation has a positive and significant influence on business performance. Similarly, contextual factor also have a positive and significant impact on business performance, thus it can be argued that contextual factor are able to give moderation effect to entrepreneurship orientation relationship to business performance.

Keywords: development infrastructure, culture, entrepreneurship orientation, business performance, and household welfare.

1. INTRODUCTION

BACKGROUND:

In the paradigm of economic development, the change of people's welfare is an inseparable part. This is because economic development is said to succeed if the level of welfare of society is getting better. The success of economic development without including improving the welfare of the community will result in inequalities and inequalities in people's lives. The welfare of society is a condition that shows about the state of community life that can be seen from the standard of community life (Badrudin, 2012).

Wood industry craft in Bali Province has been around since the 1980s, and peaked in 2003 with an increase of 20.9 percent as the tourism industry in Bali progresses. The potential of woodcraft in Bali is largely a personal effort.

This shows the interest of the community in the district / city in Bali in entrepreneurship in the field of woodcraft is quite high and open business opportunities for other communities. However, in the next development of wood craft industry in Bali Province, there are many obstacles such as many wood industry entrepreneurs do not have patent on handicraft product, difficulty in finding raw material supply in Bali, and weakness of production marketing system.

The purpose of this research is to analyze the influence of development infrastructure, culture and entrepreneurial orientation on business performance of wood industry employer in Bali Province; analyzing the influence of development infrastructure, culture, entrepreneurship orientation and business performance on household welfare of wood industry employer in Bali Province; analyze the effect of development infrastructure, culture and entrepreneurial orientation on the prosperity of households of wood industry through mediation of business performance in Bali Province; and to analyze the influence of entrepreneurship orientation on business performance of wood industry entrepreneurs through contextual factor in Bali Province.

2. THEORETICAL REVIEW

Development Infrastructure:

Infrastructure is known to have a broad and diverse role in development, both in the physical-environmental, economic, social, cultural, political and other contexts. One of the major infrastructure roles in the development and development of space, both within the scope of the country or the scope of the region is the transportation infrastructure.

Transportation is an infrastructure capable of creating social and economic mobility of people (goods and people / passengers), and connecting resources and products to the market (trade / trade). Transport infrastructure will affect the welfare of the community, such as allowing inter-regional trade, market expansion, competition creation, knowledge dissemination and increased accessibility of education and health facilities, which in turn will improve the quality of public health and education.

Infrastructure is a driving force in economic growth. His role in developing an undisputed territory. Some empirical facts state that the development of infrastructure capacity in a region will go hand in hand with the development of economic output. World Bank (1994) even explicitly states that an average 1 percent increase in the stock of infrastructure will be associated with a 1 percent increase in GDP. This empirical fact is a promising and challenging statement for all countries to follow through by increasing their infrastructure supply.

World Bank (1994) defines development infrastructure in an economic context as a terminology that covers various activities related to overhead costs incurred by the government for social overhead (social overhead capital).

Todaro (1977) mentions that development infrastructure is not only a mere phenomenon, but the development must also include the material side and the non-material side of human life. Thus the development infrastructure is ideally a multidimensional process, which includes the economic, social, environmental, and other dimensions. In summary, the multi-dimensionality of the development process means that development with all its activities must involve economic dimension and non-economic dimension.

Culture:

Cultural concepts from the outset have been the subject of anthropology, and have gained attention in the early development of organizational behavior studies. The concept of culture first emerged as a major dimension in understanding organizational behavior so that many recent works argue about the key role of culture in achieving organizational excellence (Schein, 2004). Culture and society are two inseparable sides. A correct understanding of a society will help to understand the culture of the community as a whole and true.

Awareness of the importance of the role of culture in an organization increasingly emerging and get an increasingly important place in the study of management science. The study is then applied in the context of the practices of management science so that the birth of the term corporate culture (corporate culture) which in its development has expanded into the study of organizational culture (organization culture).

Hodgetts & Luthan (2003) reveals that culture is a knowledge in which people use their experience to produce an attitude of self and social behavior. This knowledge will shape the values, create attitudes, and influence the behavior of the community as members of society or certain family families that can not be avoided.

Susanto, et al (2008) defines culture as a collection of knowledge, beliefs, art, morals, laws, customs and capabilities and habits acquired as members of a particular community or community. Meanwhile, according to Koentjaraningrat (1997), culture is defined as the whole of the value system, actions, and the work of human beings in the life of society obtained through the learning process.

Orientation of Entrepreneurship:

Miller and Friesen (1982) argue that entrepreneurial orientation is different because it has an emphasis on new product innovation. It is characterized by several organizations that have the willingness to innovate boldly and regularly on taking considerable risk in their product marketing strategies. Entrepreneurship is the creative and innovative ability that is used as the basis, the tips and resources to find opportunities for success.

Entrepreneurship is known as a new approach in corporate performance updates. This, of course, should be responded positively by companies that start trying to rise from the economic downturn due to prolonged crisis. Entrepreneurship is touted as a spearhead (pioneer) to achieve sustainable and highly competitive corporate economic growth.

The entrepreneurial orientation has three main characteristics, namely innovation, risk-taking, and proactive (Covin and Slevin, 1991; Miller et al., 1982; Miller and Friesen, 1982). Meanwhile, according to G. T. Lumpkin and Gregory G. Dess (2008) that entrepreneurship orientation mentions five characteristics of independence, innovation, risk taking, proactive and aggressiveness in competing.

Business Performance:

Performance is a description of the extent to which the success or failure of the organization in carrying out its main duties and functions in order to realize its goals, goals, vision, and mission. In other words, performance is an achievement that can be achieved by the organization within a certain period.

According to Mulyadi (2001: 337) Business performance is the success of personnel, team, or organizational unit in realizing the predetermined strategic goals with the expected behavior. Company performance is something produced by a company in a certain period with reference to the standard set. Company performance should be measurable outcome and describe the empirical condition of an enterprise of any agreed sizes.

Thus, it can be concluded that performance is the ability, effort, and opportunity of personnel, team, or organizational unit in carrying out its duties to realize the strategic goals that have been set. The success of the strategic achievement on which performance measurement is based should be determined, and strategic initiatives are established to achieve these goals. Strategic objectives and their sizes are then used to determine the targets on which the performance appraisal is based. Therefore, performance measurement is a measurement action that can be done on the activities of various value chains that exist in the company. The measurement results are then used as feedback which will provide information on the implementation of a plan whereby the company needs adjustments to the planning and control activities.

Household Welfare:

According to Sen (1982) welfare is defined as the embodiment of the level of utility fulfillment of all societies in an economy, the amount depends on the welfare received by each individual. Based on Law Number 52 of 2009 which is an amendment of Law Number 10 Year 1992, states the resilience and welfare of families is a family condition that has the resilience and toughness and contain the material physical ability to live independently and develop themselves and their families to live in harmony in improving the well-being of happiness is inward and inner.

Welfare itself is a function of all individual utilities as members of society in an economy. While the utility of each individual is a function of various consumption of goods. Social welfare is perceived to increase if, at the very least, there is one individual experiencing an increase in welfare where the other individual does not experience a decrease in welfare. From here, the first step to seeing the welfare of society is the measurement of the well-being of the individual.

Arsyad and Sukirno argue that per capita income levels do not fully reflect the level of welfare because of the weaknesses derived from imperfections in the calculation of national income and per capita income and weakness stemming from the fact that the level of community welfare is not only determined by income levels but also other factors (Badrudin : 2012).

Contextual Factors:

Contextual factors are important factors that are currently owned or practiced by small and medium-sized industry entrepreneurs that can be directly related to the survival of the company. These factors can be influenced by the company's internal and external conditions.

Some types of dimensions of contextual factors are marketing systems, technology, access to capital, information access, business planning, entrepreneurial attitude owned by managers, and government assistance, and others.

PURPOSED OF THE STUDY:

The purpose of this research is to analysis 1) the influence of development infrastructure, culture and entrepreneurial orientation on business performance of wood industry employer in Bali Province; 2) to analysis the effect of development infrastructure, culture, and entrepreneurial orientation on the household welfare of timber industry entrepreneurs in Bali Province; 3) to analysis the effect of development infrastructure, culture and entrepreneurial orientation on the prosperity of households of wood industry through mediation of business performance; and 4) to analysis the effect of entrepreneurship orientation on business performance of wood industry entrepreneurs through contextual factor.

HYPHOTESIS OF THE STUDY:

Based on the literature review of this research will discusses four hypotheses based on the research model :

Hypothesis 1 (H1) : infrastructure, culture and entrepreneurship orientation direct affects and positively to business performance

Hypothesis 2 (H2) : infrastructure, culture and entrepreneurship orientation direct affects and positively to household welfare

Hypothesis 3 (H3) : infrastructure, culture, and entrepreneurial orientation indirect effect to household welfare mediated by business performance.

Hypothesis 4 (H4) : infrastructure indirect affects to household welfare mediated by business performance

Hypothesis 5 (H5) : entrepreneurship orientation indirect affect to business performance mediated by contextual factor

3. RESEARCH METHODS

Exogenous variables in this research are development infrastructure, culture and entrepreneurship orientation, and endogenous variable is business performance and the welfare of households of wood industry craftsmen in Bali Province.

The population is a timber industry entrepreneur in 9 district of Bali province, data is taken directly either at the time of the initial survey. Small Medium Enterprise samples are 164 entrepreneurs with disproportional random sampling method. This study is an explanatory study using survey method. Data were collected by cross section using questionnaire which then analyzed quantitatively and qualitatively. The model used to test the hypothesis is the Structural Equation Model (SEM).

The research model of Structural Equation Model (SEM) used in this research involves several variables as shown in Figure 1 below.

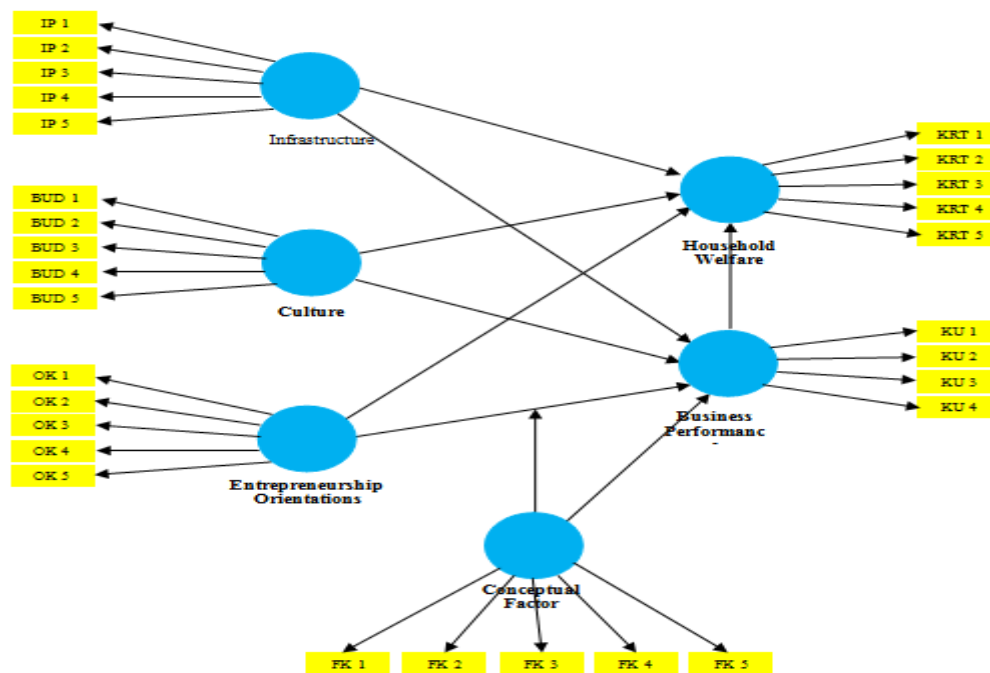


Figure 1: Data Analysis Model with Structural Equation Model (SEM)

4. RESEARCH RESULT AND DISCUSSIONS

Validity Test of Research Instruments:

Based on the results of data validity test using Product Moment correlation observed that all the instruments or question items used are valid. This is indicated by significance between 0,000 and 0.033. Regarding the correlation score of each instrument with the total score of the instrument group is between 0.175 and 0.902.

Reliability Test of Research Instruments:

Results of PLS output on convergent validity as presented in the table 1 seen that all the indicators of the constructs in this study are statistically significant with the value of t-count greater than 1.96 with p-value of 0.0000. Likewise the loading value is all above 0.05 which means that the constructed construct has already qualified convergent validity. Reliability Test Results can be seen in Table 1 as follows:

Table 1: Reliability Test of Research Instrument

Construct	<i>Chronbach's Alpha</i>	Items	Remark
Infra	0,840	14	Reliable
Cult	0,964	22	Reliable
Ent Ori	0,909	16	Reliable
Bus Perf	0,886	14	Reliable
Welf	0,866	10	Reliable
Con Fac	0,871	10	Reliable

Sources: data processed

Outer Model Test

The Outer Model test in this research consists of Convergent Validity, Discriminant Validity and Cross Loading Indicator.

The result of the convergence validity test showed that all the construct indicators in this study were statistically significant with the t-count value greater than 1.96 with the p-value of 0.0000. Likewise the loading value is all above 0.05 which means that the constructed of all constructs has already qualified to convergent validity.

Discriminant validity test with Smart PLS 3.0 data processing can be said to be well satisfied by seeing the value of cross loading on each construct (value in bold) higher than other constructs.

The feasibility of constructed constructs can also be seen from discriminant validity through Average Variance Extracted (AVE), Composite Reliability (CR) that is commonly used for reflective indicators and aims to measure the internal consistency of a construct, and Cronbach's Alpha. The results of its data processing are presented in Table 2 below.

Table 2: Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha

Indicator	<i>Average Variance Extracted (AVE)</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Cult	0.450	0.797	0.686
Con Fac	0.582	0.871	0.810
Infra	0.587	0.876	0.821
Welf	0.635	0.896	0.855
Bus Perf	0.687	0.898	0.849
<i>Moderating Effect</i>	0.474	0.934	0.929
Ent Ori	0.605	0.834	0.836

Sources: data processed

Table 2 show that all indicators have average variance extracted higher than 0.50 except Culture and Moderating Effect. Cultural indicator obtained value 0.450 and Moderating Effect 0.474 higher than 0.40 as required by (Lai and Fan, 2008) and (Vinzi, at al, 2010). For composite reliability (CR) values all indicators have values higher than 0.70 and chronbach's alpha value worth above 0.60.

Inner Model Test:

Inner Model Testing by using PLS-SEM aims to present the coefficient of determination R² which gives information how big the variation of value from independent variable can give impact to change of dependent variable included in this research. Table 3 shows the value of R² from each dependent variable in this study.

Table 3 shows that the results of data processing with PLS-SEM obtained $R^2 = 0,423$ for business performance variable and $R^2 = 0,864$ for household welfare variable. The value of R^2 obtained for business performance variable and household welfare variable is moderate and strong, it can be said that the dependent variable in this study has relatively adequate information.

Table 3: R-Square Value

Dependent Construct	Value R^2	Remark
Business Performance	0,423	Moderate effect
Household Welfare	0,864	Strong effect

Sources: data processed

Hypotheses Test:

Result of path coefficients analysis of this study shown in Table 4

Table 4: Direct effect between variable

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Cult --> Welf	0.237	0.235	0.041	5,764	0.000
Cult --> Bus Perf	0.180	0.168	0.077	2,347	0.019
Con Fac --> Bus Perf	0.236	0.250	0.100	2,351	0.019
Inf --> Welf	0.348	0.349	0.051	6,818	0.000
Inf --> Bus Perf	0.171	0.163	0.075	2,278	0,023
Bus Perf --> Welf	0.452	0.443	0.045	10,005	0.000
Moderating Effect --> Bus Perf	0.292	0.307	0.080	3,665	0.000
Ent Ori --> Welf	0.299	0.296	0.040	7,451	0.000
Ent Ori --> Bus Perf	0.194	0.205	0.095	2,052	0.041

Sources: data processed

H1: The direct influence of development infrastructure, cultural, and entrepreneurial orientation variables on business performance shown on Table 4 that the effect of development infrastructure on business performance with regression coefficient 0,171 and significance 0,023 (less than 0,05). The influence of culture on business performance with regression coefficient 0,180 and significance 0,019 (less than 0,05). Effect of entrepreneurship orientation on business performance with regression coefficient 0,194 and significance 0,041 (less than 0,05).

This test result concluded that the direct development, culture, and entrepreneurship orientation on business performance have a positive and significant impact on business performance of timber industry entrepreneurs in Bali Province.

H2: Direct effect of development infrastructure, culture, and entrepreneurial orientation toward household welfare shown on Table 4 that the effect of development infrastructure on household welfare with regression coefficient of 0.348 and significance of 0,000 (less than 0.05). Cultural influence on household wellbeing with regression coefficient of 0.237 and significance of 0,000 (less than 0.05). The effect of entrepreneurial orientation on household welfare with regression coefficient of 0.299 and significance of 0,000 (less than 0.05).

This test result concluded that indirectly development infrastructure, culture, and entrepreneurship orientation toward household welfare have a positive and significant influence to business performance of wood industry employer in Bali Province.

H3: Indirect effect of development infrastructure, culture, and entrepreneurial orientation toward household welfare through mediation of business performance. The indirect effect is the influence measured indirectly from one variable to another through the mediating variable. The coefficient of indirect effect can be obtained from the results of the two direct influence of each variable. When both coefficients of direct influence show significant results, the coefficient of indirect influence will also be significant. Conversely, if one or both coefficients of direct influence is not significant, the coefficient of indirect influence is also not significant.

Furthermore, result of indirect effect between latent variables can be seen from the analysis of indirect effect value presented in Table 5

Table 5: Indirect Effect between Variable

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Cult --> Welf	0.081	0.074	0.034	2,380	0.018
Cult --> Bus Perf					
Con Fac --> Welf	0.107	0.110	0.044	2,446	0.015
Con Fac --> Bus Perf					
Inf --> Welf	0.077	0.072	0.034	2,276	0.023
Inf --> Bus Perf					
Bus Perf --> Welf					
Moderating Effect --> Welf	0.132	0.136	0.037	3,535	0.000
Moderating Effect --> Bus Perf					
Ent Ori --> Welf	0.088	0.091	0.044	2,012	0.045
Ent Ori --> Bus Perf					

H4: The indirect effect of development infrastructure variable on household welfare through business performance obtained by 0.077 regression coefficient with 0,023 significance (less than 0.05). The indirect influence of cultural variables on household welfare through business performance mediation obtained by regression coefficient 0,081 with significance 0,018 (less than 0,05). The indirect effect of entrepreneurial orientation variable on household welfare through business performance mediation obtained by regression coefficient 0,088 with significance 0,045 (less than 0,05).

This result concluded that indirectly development infrastructure, culture, and entrepreneurial orientation have positive and significant influence to household welfare have positive and significant impact to household welfare through mediation of business performance.

H5: The indirect effect of entrepreneurial orientation variables on business performance through contextual factor obtain with regression coefficient value 0,132 with significance 0,000 (less than 0,05).

This result concluded that indirectly entrepreneurship orientation variables have a positive and significant effect on business performance through contextual factor mediation.

Base on result test of hypothesis testing can be discussed as follows.

That the development infrastructure, culture and entrepreneurship orientation directly have a positive and significant influence on the performance of wood industry craftsmen in Bali Province. This means that the better the development infrastructure, culture and entrepreneurial orientation, the better the business performance of wood industry craftsmen in Bali Province.

That the development infrastructure, culture and entrepreneurial orientation directly have a positive and significant influence on the welfare of the woodworking industry households in Bali Province. This means that the better the development infrastructure, culture and entrepreneurial orientation, the better the welfare of the wood craftsmen in Bali Province.

That the development infrastructure, culture and entrepreneurial orientation indirectly have a positive and significant influence on the welfare of the woodworking industry of the wood industry in Bali Province, while the business performance indirectly also has a positive and significant influence on the welfare of the wooden industry craftsmen in Bali Province , so it can be said that the business performance is able to mediate the influence of infrastructure development, culture and entrepreneurial orientation to the welfare of wood craftsmen home industry in Bali Province. The better the business performance, the more it will be able to give effect of mediation to the relation of development infrastructure, culture and entrepreneurship orientation to the welfare of wood craftsmen in Bali Province.

That direct entrepreneurship orientation has a positive and significant influence on business performance of wood industry craftsmen in Bali Province. Similarly, contextual factors also have a positive and significant influence on the performance of wood craft industry in Bali Province. Thus it can be said that contextual factors can give moderation effect to entrepreneurship orientation relationship to business performance of wood industry craftsmen in Bali Province. This means that the higher the influence of contextual factors on business performance, the better the influence of entrepreneurship orientation on business performance of wood industry craftsmen in Bali Province.

5. CONCLUSION

Based on the result of research and discussion, there are several conclusions in this research, that 1) development infrastructure, culture and entrepreneurship orientation directly have a positive and significant influence on business performance of wood industry employer in Bali Province; 2) development infrastructure, culture and entrepreneurial orientation directly have a positive and significant influence on the welfare of the household of wood industry employers in Bali Province; 3) development infrastructure, culture and entrepreneurial orientation indirectly have a positive and significant impact on the welfare of the households of wood industry employers in Bali Province, while the indirect business performance also has a positive and significant influence on the welfare of the wood industry employers in Bali Province; and 4) direct entrepreneurial orientation has a positive and significant influence on business performance of timber industry entrepreneurs in Bali Province. Similarly, contextual factors also have a positive and significant impact on business performance of timber industry entrepreneurs in Bali Province. Thus it can be argued that contextual factors are able to give moderation effect to entrepreneurship orientation relationship to business performance of wood industry employer in Bali Province.

Based on interviews with one of the craftsmen, the impact of global culture on local culture is unavoidable. Therefore, if local culture can be preserved or preserved, local cultures must maintain a local way of life, but also follow a globalized process. Cultural diversity that existed / owned by each communal village pekraman has enriched and gave its own beauty for the people of Bali, for it craftsmen make changes to the order (made to order) from consumers who generally follow the market tastes. The craftsmen use their imagination to innovate creatively to create new designs produced.

Future Research:

This study has several limitations among the indicators used are not all used in this study in the sense that there are many other indicators that can be researched for further development of this research, such as indicator of pattern of action, mindset, and attitude patterns that form cultural variables. Indicators of poverty, population, and other social indicators that form the variables of household welfare and mental indicators of entrepreneurship that form contextual factors.

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