ABSTRACT

PURWANTO S.K. The Role of Human Resources in the Competitiveness of Higher Institutions. Under the supervising commission AIDA VITAYALA SYAFRI HUBEIS, M. JOKO AFFANDI, and ARYA HADI DHARMAWAN.

The objective of this study was to determine the factors affecting the organization’s competitiveness and performance and the impact of competency, commitment, and personality type of human resources on performance. The study was done through a survey to 285 lecturers who became the respondents in a state-owned university and in a private university. Data analysis was done through SEM Analysis Model and was analyzed by Lisrel 8.30. The findings of the study showed that competitiveness was very much affected by human resource performance. The human resource performance was much more affected by commitment rather than by competency. Variables for MSDM implementation, which were trainings and development, affected competency, and compensation affected commitment. Variables for leadership, which were willingness to be role-model, quick action, and determination, affected commitment. Variables for good university governance, which were accountability and social responsibility, had significant impact on commitment. The improvement of competitiveness required the quality improvement of academic products, the improvement of consumer’s and finance perception lecturer’s, basic competency, emotional approach, and willingness to work more for the organization.

Keywords: competitiveness, competence, commitment, implementation of human resource management, leadership and good governance.