

COMPARATIVE STUDY OF ORGANIZATIONAL REPUTATION MODEL: THE ROLE OF PORTFOLIO STRATEGY ON MORAL LEADERSHIP, CULTURE VALUE, STAKEHOLDER DEMAND

by Setyabudi Indartono

ABSTRACT

Organizational Reputation is believed to be the key to their future guarantee. However different perspectives among stakeholders promote various success strategies. Thus, this study reviewed and investigated the different roles of portfolio strategy to create a reputation model of organization. We discussed the different impacts of Moral Leadership, Culture Value, and Stakeholder Demand on the model of organizational reputation, and offered an alternative framework of the organizational reputation model. The result of the research provides information that Stakeholder Demand has a positive and significant (0.315) impact on organizational reputation. The other independent variables (Moral Leadership and Culture Value) have positive but insignificant impact on Organizational Reputation. Portfolio Strategy as moderator variable didn't show impact as mediating variable.

Kata Kunci: *Organizational Reputation, Moral Leadership, Culture Value, Stakeholder Demand*