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SYNERGISTIC INFLUENCE OF COMPANY OBJECTIVES, ORGANIZATIONAL STRUCTURE, AND BUSINESS LAW ON BUSINESS ACTIVITIES

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Abstract
Background: *In an era of globalization and increasingly complex business competition, synergy between company goals, organizational structure, and business law is a crucial factor in determining the effectiveness of business activities. This research aims to analyze the extent to which these three elements influence each other and contribute to the smooth and successful operations of the company.*
Research method: *The research method used was a quantitative approach with a survey of 120 respondents from various companies in the manufacturing and service sectors in Indonesia. The data analysis technique uses multiple linear regression to test the simultaneous relationships between variables.*
Research results: *The results show that corporate goals, organizational structure, and business law together have a significant effect on business activities, with the largest contribution coming from adaptive and flexible organizational structures.*
Conclusion: *The conclusions of this study confirm the importance of strategic planning that is in line with legal regulations and the establishment of organizational structures that support the achievement of corporate goals. The research recommendations suggest a continuous synchronization between the company's vision and legal regulations as the foundation of business sustainability.*
Keywords*: Company Objectives; Organizational Structure; Business Law; Business activities*

Abstrak
Latar Belakang: Di era globalisasi dan persaingan bisnis yang semakin kompleks, sinergi antara tujuan perusahaan, struktur organisasi, dan hukum bisnis merupakan faktor krusial dalam menentukan efektivitas kegiatan bisnis. Penelitian ini bertujuan untuk menganalisis sejauh mana ketiga elemen tersebut saling mempengaruhi dan berkontribusi terhadap kelancaran dan kesuksesan operasional perusahaan.
Metode penelitian: Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan survei terhadap 120 responden dari berbagai perusahaan di sektor manufaktur dan jasa di Indonesia. Teknik analisis data menggunakan regresi linier berganda untuk menguji hubungan simultan antara variabel.
Hasil penelitian: Hasil menunjukkan bahwa tujuan perusahaan, struktur organisasi, dan hukum bisnis secara bersama-sama memiliki pengaruh yang signifikan terhadap aktivitas bisnis, dengan kontribusi terbesar berasal dari struktur organisasi yang adaptif dan fleksibel.
Kesimpulan: Kesimpulan penelitian ini menegaskan pentingnya perencanaan strategis yang sejalan dengan peraturan hukum dan pembentukan struktur organisasi yang mendukung pencapaian tujuan perusahaan. Rekomendasi penelitian menyarankan sinkronisasi berkelanjutan antara visi perusahaan dan peraturan hukum sebagai landasan keberlanjutan bisnis.
Kata kunci: Tujuan Perusahaan; Struktur Organisasi; Hukum Bisnis; Aktivitas Bisnis

Introduction

In an era of globalization and accelerating technological disruption, business organizations face complex challenges that demand strategic, adaptive, and regulation-based responses. Business activities are not only determined by market strategy or financial capabilities, but are also heavily influenced by the clarity of the company's objectives, the effectiveness of the organizational structure, and compliance with business laws. These three aspects form the main foundation in the management of modern companies that are oriented towards sustainability and competitive advantage.

Clearly formulated corporate objectives provide direction and focus for all organizational activities, while organizational structure serves as a framework for distributing responsibilities, communication flows, and decision-making processes. Meanwhile, business law is a normative guide that keeps all business activities running in the corridor of legality and ethics. Imbalances or insynergies between the three can cause inefficiency, internal conflicts, and legal risks that are detrimental to the company.

Companies as modern business entities not only aim to make a profit, but are also required to achieve sustainability and competitive advantage in the face of very complex market dynamics. In its operational processes, every company relies on three fundamental pillars: a well-directed corporate purpose, an effective organizational structure, and a legal foundation that governs business activities in a legal and measurable manner. These three are internal and external factors that have a significant influence on the direction and survival of a company.

The company's objectives serve as the strategic guide that underlies every managerial and operational decision. In this context, the formulation of goals must be carried out systematically, measurably, and realistically, so that it can be a reference for all stakeholders. Without clear goals, companies will experience directional disorientation and difficulty in measuring performance achievement. In addition, according to Drucker (2007), organizational goals are a key element in a management control system and must be linked to short-term and long-term strategic plans.

On the other hand, organizational structure is a framework that governs how tasks and responsibilities are distributed within the organization. This structure determines the flow of communication, reporting, and decision-making within the company. Robbins and Coulter (2018) stated that an adaptive organizational structure will make it easier for companies to respond to external changes, including competitive pressures and technological developments. Rigid structures that are not in line with business dynamics can hinder the smooth running of activities and reduce the efficiency of teamwork.

Meanwhile, business law acts as a regulatory instrument that ensures that all business activities are carried out in accordance with applicable norms and regulations. In the Indonesian context, the existence of business law is very important considering the complexity of regulations that continue to develop, both in terms of contracts, employment, taxation, and competition law. According to (Rahardjo, 2009), the law is not only repressive, but also preventive and progressive in supporting the creation of a healthy and fair business climate. Compliance with business laws also reflects the company's integrity in carrying out its social responsibility and business ethics.

However, although each factor has been extensively studied separately, studies that simultaneously examine the synergistic influence of the three on business activities are still relatively limited, especially in the context of companies in Indonesia. Therefore, this research is important to fill the gap in the literature and provide a more holistic understanding of how the three variables can interact strategically in improving the effectiveness of the company's operations. Thus, the findings of this research are expected to contribute both theoretically and practically to the development of sustainable and law-based organizational management.

Studi Literature

Company goals are strategic directions that organizations want to achieve in the short and long term. According to Drucker (2007), clear and measurable goals are the basis for managerial decision-making and the foundation in formulating organizational strategies. These goals reflect the company's values, vision, and mission that will be internalized into every business activity. Kaplan and Norton (2004) in the framework of the *Balanced Scorecard* also affirm that the formulation of balanced goals between finances, customers, internal processes, and organizational learning is essential in creating long-term value.

Goals that are not well designed can lead to organizational disorientation, conflicts between departments, and inefficiencies in operational execution. Therefore, it is important for every company to align strategic goals with the resources it has and the demands of the external environment (Barney & Hesterly, 2019).

Organizational structure is a formal system that determines how tasks, authority, and responsibilities are divided, grouped, and coordinated within the organization (Robbins & Coulter, 2018). This structure can be functional, divisional, matrix, to more adaptive structures such as *networks* and *team-based organizations*. The selection of the right organizational structure will affect the speed of decision-making, the effectiveness of communication, and coordination between work units.

Mintzberg (1993) classifies organizational structure into five basic forms: simple structure, machine bureaucracy, professional bureaucracy, divisionalized form, and adhocracy. Each form has its own characteristics, advantages, and disadvantages depending on the size of the organization, the type of industry, and the level of complexity of the business environment.

Rigid or overly bureaucratic organizational structures are often an obstacle to innovation and adaptation. Instead, a flexible structure allows organizations to respond quickly to market and technological changes, as well as improve collaboration across departments (Daft, 2016).

Business law is a set of legal rules that govern the relationship between business actors in business activities. The aspects regulated include contracts, business entities, consumer protection, taxation, intellectual property rights, and business competition law. According to Rahardjo (2009), business law not only functions as a repressive tool that provides sanctions, but also as a preventive and progressive instrument that encourages the creation of a healthy and transparent business climate.

Companies that operate without understanding or complying with the legal aspects of the business run the risk of lawsuits, financial losses, and reputational damage. On the other hand, compliance with the law can be an added value, especially for companies that want to cooperate with foreign investors or the government (Susanti & Arifin, 2021).

Business law also has a role in encouraging *good corporate governance*, including transparency, accountability, and protection of the rights of shareholders and other stakeholders (OECD, 2015).

Research Methods

This study uses **a quantitative** approach with **an explanatory** research method. This approach is used to explain the causal relationship between three independent variables—corporate goals, organizational structure, and business law—and the dependent variable of business activities. Explanatory research is considered appropriate because it aims to test hypotheses and measure the strength of relationships between variables through statistically analyzed numerical data (Sugiyono, 2021).

The population in this study is companies in the **manufacturing and service** sectors registered in the **Greater Jakarta** area. The selection of this population is based on the consideration that these two sectors have a significant contribution to the national economy and face complex legal dynamics and organizational structures.

The sampling technique used is **purposive sampling**, with the following criteria:

- The company has been operating for at least 5 years.
- Have a documented formal organizational structure.
- Apply business law principles (e.g. contracts, legal SOPs, compliance policies).
- Be willing to fill out a research questionnaire.

The sample collected was **120 respondents**, consisting of managers, supervisors, and senior staff from various strategic divisions, such as HR, legal, operational, and finance.

The data was analyzed using SPSS version 25 software, with the following stages:

1. Descriptive Analysis

It is used to find out the respondent profile and the distribution of answers to each variable.

2. Classic Assumption Test
   Including normality, multicollinearity, and heteroscedasticity tests to ensure the feasibility of regression models.
3. Multiple Linear Regression Analysis
   Used to determine the simultaneous and partial influence of independent variables on business activities. The regression model used is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + E$$

Where:

- Y = Business Activity
- X1 = Company Objectives
- X2 = Organizational Structure
- X3 = Business Law
- b0 = Konstanta
- B1, B2, B3 = Regression Coefficient
- E = Error

4. **F test and t test**
   - The F test is to determine the simultaneous influence of the three variables on business activities.
   - The t-test to see the partial influence of each variable.
5. **Coefficient of Determination (R^2)**
   To find out how much variation of dependent variables can be explained by independent variables

Result

Descriptive statistics describe the distribution of the mean, minimum, maximum, and standard deviation values of each variable.

Table 1. Descriptive Statistics of Research Variables

Variabel	N	Minimum	Maximum	Mean	Hours of deviation
Company Objectives (X1)	120	2.50	5.00	4.11	0.58
Organizational Structure (X2)	120	2.30	5.00	4.04	0.61
Business Law (X3)	120	2.00	5.00	4.09	0.63
Business Activity (Y)	120	2.40	5.00	4.18	0.56

Source: Data processed, 2025

Interpretation: The average value of all variables is above, indicating that respondents have a high perception of the existence of company goals, organizational structure, and the application of business law in supporting business activities.

Validity and Reliability Tests

1. **All statement items have a correlation value of > 0.3**, so they are declared **valid**.
2. **Cronbach's Alpha value** for all variables > 0.7, indicating that the research instrument is **reliable**.

Classic Assumption Test

1. Normality: The Kolmogorov-Smirnov test showed a significance value of > 0.05 → Normally distributed data.
2. Multicollinearity: VIF value < 10 and Tolerance > 0.1 → Multicollinearity does not occur.
3. Heteroscedasticity: The Glejser test showed a significance value of > 0.05 → heteroscedasticity did not occur.

Regression models are used to test the simultaneous and partial influence of independent variables on business activities.

Table 2. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients	t	Itself.
	B	Std. Error	
(Constant)	1.021	0.298	3.427
Company Objectives	0.274	0.081	3.383
Organizational Structure	0.312	0.087	3.586
Business Law	0.298	0.079	3.772

Regression Equations:

$Y = 1.021 + 0.274 X_1 + 0.312 X_2 + 0.298 X_3$

Interpretation:

1. All independent variables (X_1, X_2, X_3) have a positive and partially significant effect on business activities (Y).
2. Organizational structure (X_2) had the greatest influence ($\beta = 0.312$).

Coefficient of Determination (R^2)

Table 3. Coefficient of Determination

Type	R	R Square	Adjusted R Square
1	0.732	0.536	0.524

Interpretation: R^2 value = 0.536 means that 53.6% variation in business activities can be explained by company objectives, organizational structure, and business law. The remaining 46.4% is explained by other variables not included in the model.

Discussion

The results of the study show that there is a significant relationship between company objectives, organizational structure, and business law and overall business activities. In the theoretical framework that has been outlined in the literature study, the role of each of these variables is important as a fundamental element in the strategic management of modern companies.

1. Company Objectives and Strategic Direction of Business Activities

The company's objectives provide a clear framework in determining business direction and policies. When the company's goals are specific, measurable, achievable, relevant, and time-bound (SMART), then management can develop a more effective operational plan. This study found that companies with clear and well-communicated goals tend to have more targeted and coordinated business activities.

This is consistent with the opinion of Drucker (2007) who emphasizes that well-formulated corporate goals are able to guide all elements of the organization in strategic decision-making. These findings also support the goal-setting theory by Locke and Latham (2002), which states that the existence of clear goals improves the performance and focus of individual and organizational work.

2. Organizational Structure and Operational Effectiveness

A flexible and responsive organizational structure is an important element in responding to market dynamics. Companies with rigid hierarchical structures tend to experience delays in decision-making. On the other hand, a more decentralized structure allows for an acceleration in the execution of business activities and an increase in responsiveness to customer needs.

These findings are in line with the concept of contingency theory (Burns & Stalker, 1961), which emphasizes the importance of adapting organizational structures to the changing external environment. In this study, companies that are able to adapt their organizational structure to external environmental conditions have more adaptive and competitive business activities.

3. The Role of Business Law in Compliance and Sustainability

Business law provides a normative framework that governs how companies conduct their activities legally and ethically. In this context, the law is not only a limiting tool, but also a guide for companies in building good governance.

This research indicates that companies that strictly enforce legal compliance experience fewer legal conflicts, have a better reputation, and have an easier time establishing relationships with stakeholders. This is reinforced by Freeman's (1984) view in stakeholder theory which states that companies must pay attention to all stakeholders and comply with applicable laws in order to operate sustainably.

4. Synergy of the Three Variables in Supporting Business Activities

The main findings of this study are the importance of synergy between company objectives, organizational structure, and compliance with business laws. The three interact with each other in creating a cohesive management system and supporting the achievement of optimal performance.

When these three elements are aligned, companies are able to better navigate the challenges of the business environment. For example, an ambitious company's goals will be easier to achieve if it is supported by an adaptive organizational structure and a legal system that provides legal certainty.

In this context, companies that understand the importance of integration between these three components will be able to improve competitiveness, operational efficiency, and long-term survival.

Conclusion

This research shows that there is a significant and mutually supportive relationship between company goals, organizational structure, and business law in influencing the company's activities as a business entity. The company's clearly formulated goals become the strategic foundation in setting the direction and orientation of the company. An effective organizational structure supports the implementation of those goals through a clear allocation of roles, responsibilities, and communication channels. Meanwhile, compliance with business laws provides a normative framework that ensures the legal and sustainable continuity of business activities.

The results of this study also show that companies that are able to synergize these three elements—namely having a purpose-driven approach, a flexible and responsive organizational structure, and a commitment to legal regulations—will tend to be more stable, competitive, and adaptive in dealing with market dynamics and changes in the external environment. Thus, the synergy between these three variables is not only theoretically relevant, but also practically important in managerial decision-making and business strategy formulation.

This study recommends the need for an integrative approach in corporate planning and management so that the three main aspects can function harmoniously to support organizational success.

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