

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh profesionalisme *crew* dan adaptabilitas tim terhadap keberhasilan *event* pada MARS Production. Penelitian ini dilatarbelakangi oleh pesatnya perkembangan industri MICE dan meningkatnya tuntutan terhadap sumber daya manusia yang profesional dan adaptif dalam penyelenggaraan *event*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode regresi linear berganda. Populasi berjumlah 50 orang terdiri atas 12 staf tetap dan 38 *crew freelance* MARS Production, dengan teknik *sampling* jenuh (*sensus*). Data dikumpulkan melalui kuesioner, observasi lapangan, dan studi kepustakaan. Seluruh 37 butir pernyataan dinyatakan valid dan reliabel (*Cronbach's Alpha* > 0,60). Model regresi memenuhi seluruh asumsi klasik. Hasil uji simultan (Uji F) menunjukkan bahwa profesionalisme *crew* dan adaptabilitas tim secara bersama-sama berpengaruh signifikan terhadap keberhasilan *event* ($F = 10,827$; sig. 0,000). Hasil uji parsial (Uji t) menunjukkan bahwa profesionalisme *crew* tidak berpengaruh signifikan secara parsial ($t = 0,983$; sig. 0,331), sedangkan adaptabilitas tim berpengaruh signifikan secara parsial terhadap keberhasilan *event* ($t = 2,892$; sig. 0,006). Nilai *Adjusted R Square* sebesar 0,286 menunjukkan bahwa profesionalisme *crew* dan adaptabilitas tim mampu menjelaskan 28,6% variasi keberhasilan *event*, sementara 71,4% dipengaruhi faktor lain di luar model penelitian.

Kata kunci: Adaptabilitas Tim, Keberhasilan *Event*, MARS Production, Profesionalisme *Crew*

ABSTRACT

This study aims to analyze the influence of crew professionalism and team adaptability on Event success at MARS Production. The study is motivated by the rapid growth of the MICE industry and the increasing need for professional and adaptive human resources in Event management. A quantitative approach with multiple linear regression analysis was employed. The population comprised 50 individuals 12 permanent staff and 38 freelance crew members with a saturation sampling (census) technique applied. Data were collected through questionnaires, field observation, and literature review. All 37 items were valid and reliable (Cronbach's Alpha > 0.60). The regression model passed all classical assumption tests. The F-test showed that crew professionalism and team adaptability jointly have a significant effect on event success ($F = 10.827$; sig. 0.000). The t-test revealed that crew professionalism does not have a significant partial effect ($t = 0.983$; sig. 0.331), whereas team adaptability has a significant partial effect on Event success ($t = 2.892$; sig. 0.006). The Adjusted R Square value of 0.286 indicates that crew professionalism and team adaptability are able to explain 28.6% of the variation in event success, while the remaining 71.4% is influenced by other factors outside the research model.

Keywords: Crew Professionalism, Event Success, MARS Production, Team Adaptability