

Analisa internalisasi budaya perusahaan (Kasus pada PT Bank Mandiri (Persero) Tbk Cabang Jakarta Mall Pondok Indah) = Analyzing corporate culture internalization (Case: corporate culture internalization program at PT Bank Mandiri (Persero) Tbk Jakarta Mall Pondok Indah Branch)

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Abstrak

Pemanfaatan Budaya Perusahaan sebagai strategi pemasaran jasa yang dilakukan oleh PT Bank Mandiri (Persero) Tbk agar menjadi Bank yang memiliki kredibilitas yang baik pada kalangan pengguna jasa perbankan cukup berhasil dan mampu menumbuhkan persepsi positif. Penelitian ini bertujuan untuk memberikan gambaran bagaimana proses internalisasi budaya perusahaan sebagai sebuah strategi pemasaran jasa, dan melakukan analisa terhadap proses internalisasi budaya perusahaan. Kasus yang diteliti adalah internalisasi budaya perusahaan yang dilakukan pada PT Bank Mandiri Cabang Jakarta Mali Pondok Indah 1 dengan menggunakan program-program internalisasi budaya. Kelemahan hasil penelitian ini yaitu kurangnya informan pada kalangan pengguna jasa serta pilihan metode penelitian yang kurang tepat. Sebaiknya penelitian selanjutnya mencari informan yang lebih banyak jumlah dan karakteristiknya. Serta metode penelitian yang lebih tepat.

.....The used of corporate culture as a Services marketing strategy who utilized by PT Bank Mandiri (Persero) Tbk to build the credibility of the bank on customers perception has been succeeded and make the bank having a positive credibility on customers perception. PT Bank Mandiri (Persero) Tbk realized the needs of positive credibility as the institution who facilitate Financial Service can't be changed by another perception and it become more important after monetary crisis in the year of 1998. the needs of credibility becomes a motivation for PT Bank Mandiri (Persero) to have a corporate culture internalization which mediated by specific program so it can make the corporate culture being implemented by all staf in all aspect who directly touch the customers of the bank and made it as a contribution factor who build corporate credibility as a weil trusted bank The researcher views that it is important to describe corporate culture internalization and it process as a service marketing strategy and analyze the internalization process. In this case the corporate culture internalization program at PT Bank Mandiri (Persero) Tbk Jakarta Mall Pondok Indah Branch. The weakness this research is there is a lack of subjects of the amount and background variety also uncorrect research methods. For further research, the researcher suggest to involve more subjects with more various background and try to find a better research methods.