

Analisis pengaruh budaya organisasi dan organisasi pembelajaran terhadap strategi bisnis serta persepsi terhadap kinerja perusahaan studi kasus pada PT Indofarma (Persero TBK) = The influence analysis of organizational culture and learning organization on business strategies and perception of corporate performance case study at PT Indofarma (Persero TBK)

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Abstrak

Tesis ini membahas analisis pengaruh budaya organisasi dan organisasi pembelajaran terhadap strategi bisnis serta persepsi terhadap kinerja perusahaan dalam konteks PT Indofarma (Persero) Tbk. Penelitian ini adalah penelitian kuantitatif dan dilakukan melalui survei terhadap karyawan PT Indofarma (Persero) Tbk. Hasil penelitian menunjukkan bahwa budaya organisasi dan organisasi pembelajaran berpengaruh signifikan positif terhadap cost leadership, differentiation dan focus strategy. Lebih lanjut ditemukan bahwa cost leadership strategy tidak berpengaruh positif terhadap kinerja perusahaan, sedangkan differentiation dan focus strategy berpengaruh signifikan positif terhadap kinerja perusahaan.

.....This thesis describes the influence analysis of organizational culture and learning organization to business strategies and its perception to the corporate performance in the context of PT Indofarma (Persero) Tbk. This research is a quantitative study and conducted through a survey of employees of PT Indofarma (Persero) Tbk. The results showed that organizational culture and learning organization have positive significant effect on cost leadership, differentiation and focus strategies. Further found that the cost leadership strategy does not have positive effect on company performance, while differentiation and focus strategies have positive and significant effect on the performance of the company.