

## Pengaruh budaya organisasi terhadap performa kerja individu dan kinerja organisasi = Effect of organizational culture on individual work performance and organizational performance (Study at PT. Kramayudha Tiga Berlian Motors)

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### Abstrak

Penelitian ini memiliki tujuan untuk melihat pengaruh variabel laten penelitian budaya organisasi terhadap variabel laten performa kerja individu dan variabel laten kinerja organisasi yang dilakukan pada salah satu perusahaan otomotif di Indonesia. Penelitian ini difokuskan untuk mengetahui pengaruh dan taraf signifikansi antara variabel laten (eksogen) budaya organisasi terhadap variabel laten (endogen) performa kerja individu dan variabel laten (endogen) kinerja organisasi pada salah satu perusahaan otomotif di Indonesia.

Budaya organisasi model Denison digunakan dalam penelitian ini yang memiliki empat dimensi yaitu mission, consistency, involvement dan adaptability. Performa kerja individu merujuk pada empat dimensi task performance, contextual performance (interpersonal), contextual performance (organizational), adaptive performance dan counterproductive work behaviour. Sedangkan kinerja organisasi berdasarkan kepada konsep balance scorecard dimana terdapat empat perspektif yaitu perspektif keuangan, perspektif pelanggan, perspektif proses bisnis internal dan perspektif pembelajar dan pertumbuhan. Sample sejumlah 174 ditujukan bagi karyawan pada seluruh divisi dan pada seluruh tingkat jabatan di perusahaan.

Hasil penelitian menunjukkan bahwa budaya organisasi memiliki pengaruh signifikan terhadap performa kerja individu dan kinerja organisasi sehingga perusahaan dipandang memiliki kemampuan yang memadai terkait penerapan budaya organisasi dalam perusahaan yang berdampak pada performa kerja individu yang berpotensi meningkatkan kinerja organisasi perusahaan guna menghadapi ketatnya persaingan pada industri otomotif di Indonesia.

.....This study aims to see the effect of organizational culture research variables on employee performance variables and organizational performance variables carried out in one automotive company in Indonesia. This study discusses the difference between latent variable (exogenous) organizational culture on latent variable (endogenous) individual performance and latent variable (endogenous) organizational performance at one of automotive company in Indonesia.

The Denison cultural organization model is used in this study which has four dimensions, such as mission, consistency, involvement and adaptability. Individual work performance refers to five dimensions of task performance, interpersonal performance, contextual performance (organization), adaptive performance and counterproductive work behavior. Meanwhile, company performance is based on the concept of balance scorecard where there are four perspectives, such as financial perspective, customer perspective, internal business process perspective and learning and growth perspective. The sample is 174 which is intended for all employees throughout at all levels and divisions in the company.

The results showed that organizational culture has a significant influence on individual performance and organizational performance in accordance with the needs of the company in accordance with the needs of cultural organizations that improve the performance of companies that support the performance

improvement of automotive companies in Indonesia.