

Metode imbal jasa berbasis kinerja sebagai faktor pendorong transformasi perusahaan (studi kasus pada PT. Bank Danamon Indonesia, Tbk) = Pay for Performance Method as a Push Factor in corporate transformation (study case PT. Bank Danamon Indonesia, Tbk)

Rosaleini Verieta, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20340655&lokasi=lokal>

Abstrak

[ABSTRAK

Perubahan status kepemilikan membuat PT. Bank Danamon Indonesia, Tbk perlu melakukan transformasi. Transformasi yang dilakukan suatu perusahaan tidak selalu sukses, ada hal penting yang harus dipertimbangkan yaitu kemungkinan terjadinya penolakan terhadap perubahan. Ketika bisnis berubah organisasi berubah maka sistem pengukuran kinerja dan imbal jasa juga harus memiliki kelincahan untuk bertransformasi sesuai dengan arahan baru perusahaan. PT. Bank Danamon Indonesia, Tbk menggunakan metode imbal jasa berbasis kinerja sebagai suatu metode untuk memacu perubahan perilaku karyawannya dari kebiasaan lama menjadi kebiasaan baru kepada dengan mengacu kepada ukuran target utama kinerja (Key Performance Indicator) Apakah Metode imbal jasa berbasis kinerja karyawan dapat menjadi faktor pendorong transformasi yang akan memacu perubahan perilaku karyawan? Bagaimana komunikasi internal perubahan tersebut dilaksanakan sehingga metode imbal jasa berbasis kinerja dapat segera dipahami dan diadaptasi oleh karyawan?. Tesis ini juga membahas bagaimana suatu proses komunikasi internal pada era transformasi di suatu perusahaan, dimana hal yang dikomunikasikan adalah suatu metode (imbal Jasa Berbasis Kinerja) yang dipercaya sebagai faktor pendorong seorang karyawan dapat mempercepat proses adaptasi dan menerima perubahan. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Untuk mengungkapkan bagaimana suatu proses komunikasi, dan bagaimana seseorang merubah perilakunya serta metode imbal jasa berbasis kinerja sebagai faktor perubahan seseorang.

<hr>

ABSTRACT

Status change has to make PT. Bank Danamon Indonesia, Tbk to transform. Transformation not always success in execution, there are important things to be considered, where there are resistance to change. When business change, organization also change then performance measurements and pay for performance should follow to transform by new direction from company. PT. Bank Danamon Indonesia.. tbk is using pay for performance method as a new method to change the employee behavior from old to new routine due to new key performance indicator. Is pay for performance method for employee can be a push factor to transform the change in employee behavior? How the internal communication is executed so the pay for performance method is aware and adopt by the employee. It describes how the communication process in transformation era at the company where this method (Pay for Performance) is believed as a push factor for an employee in order to rapid adaptation process in accepting the changes in the company. This research is talking the qualitative method with descriptive design. Research result is stated how the communication process execute, and people behavior, pay for performance method as a push factor. , Status change has to make PT. Bank Danamon Indonesia, Tbk to transform. Transformation not always success in execution,

there are important things to be considered, where there are resistance to change. When business change, organization also change then performance measurements and pay for performance should follow to transform by new direction from company. PT. Bank Danamon Indonesia.. tbk is using pay for performance method as a new method to change the employee behavior from old to new routine due to new key performance indicator. Is pay for performance method for employee can be a push factor to transform the change in employee behavior? How the internal communication is executed so the pay for performance method is aware and adopt by the employee. It describes bow the communication process in transformation era at the company where this method (Pay for Performance) is believed as a push factor for an employee in order to rapid adaptation process in accepting the changes in the company. This research is talking the qualitative method with descriptive design. Research result is stated how the communication process execute, and people behavior, pay for performance method as a push factor.]