

ABSTRAK

Penelitian ini dilakukan untuk mengetahui bagaimana penerapan budaya organisasi dan kinerja karyawan tetap bisnis unit audio PT. Panasonic Manufacturing Indonesia serta seberapa besar pengaruh budaya organisasi terhadap kinerja karyawan itu sendiri. Permasalahan pada penelitian ini merujuk pada fenomena dimana sebagian besar karyawan tetap bisnis unit audio telah memahami budaya organisasi yang diterapkan PT. Panasonic Manufacturing namun kinerja karyawan belum sesuai dengan harapan perusahaan.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif dan penelitian kausal. Populasi dalam penelitian ini adalah karyawan tetap bisnis unit audio PT. Panasonic Manufacturing Indonesia dengan jumlah sampel 75 karyawan. Analisis data yang digunakan meliputi uji validitas, uji reliabilitas, dan analisis regresi sederhana.

Dari hasil penelitian yang dilakukan, tanggapan karyawan tetap bisnis unit audio PT. Panasonic Manufacturing Indonesia mengenai budaya organisasi yang ada pada PT. Panasonic Manufacturing Indonesia termasuk kedalam kategori sangat baik dengan presentase sebesar 82,31% dan mengenai kinerja karyawan tersebut termasuk kedalam kategori baik dengan presentase 79,91%.

Pada penelitian ini diketahui besarnya angka *R square* yaitu sebesar 0.378, angka tersebut mempunyai arti bahwa besarnya pengaruh budaya organisasi terhadap kinerja karyawan tetap bisnis unit audio PT. Panasonic Manufacturing Indonesia adalah 37,8%, sedangkan 62,2% dipengaruhi oleh faktor lain yang tidak diteliti oleh penulis.

Kata kunci : Budaya Organisasi dan Kinerja

ABSTRACT

This research is conducted to find out the implementation of organizational culture and permanent employee's performance of audio business unit of PT. Panasonic Manufacturing Indonesia and the influence of organizational culture toward the employee performance themselves. The problems in this research refer to the phenomenon of where most of permanent audio business unit employees have understood to the organization culture applied by PT. Panasonic Manufacturing but their performance has not been agreed with their company.

The kind of study used in this research is descriptive and causal study. And the population of this research is permanent employees of audio business unit PT. Panasonic Manufacturing Indonesia with a number of sample 75 employees. Then, data analysis used in this research covers testing of validity and reliability, and simple regression analysis.

From the results of research conducted, responses from permanent employee of audio business unit PT. Panasonic Manufacturing Indonesia about organizational culture that existed at PT. Panasonic Manufacturing Indonesia included into the excellent category with a percentage of 82.31% and the performance of the employees included in good categories with a percentage of 79.91%.

In this research is known that rate of R square is 0.378. It means that the influence of organizational culture on permanent audio business unit of PT. Panasonic Manufacturing Indonesia employee performance is 37.8%, while 62.2% is influenced by the other factors that are not known by the authors.

Keyword : Organization Culture and Employees Performance