

ABSTRACT

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THE IMPACT OF ORGANIZATIONAL CULTURE TOWARDS OPERATIONAL EXCELLENCE AT PT ASTRA INTERNATIONAL TBK – TOYOTA SALES OPERATION MEDAN KRAKATAU

(97 pages; 9 figures; 36 tables; 6 appendixes)

Operational excellence becomes the main key to growth in the challenging era for Astra. To achieve operational excellence, the company should deal with culture. Astra has a strong commitment to develop its human capital through culture and an integrated people development system, so that its people can adapt with the business needs and growth.

Organizational culture is signified by the values which it really lives by, not just by the words that exhibit on a wall somewhere. Operational excellence is about having collaborative on customer's needs, keeping team members positive and empowered, and improving continually the current activities in the workplace. Operational Excellence demands working culture with commitment and ownership for excellence and continuing improvement.

This research is exclusively using quantitative method through questionnaire, interview and observation. The total population and sample is 33 including all employees of PT Astra International TBK – Toyota Sales Operation Medan Krakatau. The data analysis method of this research involves descriptive analysis, validity test, reliability test, normality test, linearity test, correlation test, determination test, simple regression analysis and hypothesis z test.

The finding of this research shows that H_a is accepted. The correlation between organizational culture and operational excellence is 0.556. It means that organizational culture has an impact towards operational excellence.

This research provides recommendations regarding sense of ownership for organizational culture and supportiveness of work environment for operational excellence.

Keywords: Organizational Culture, Operational Excellence, Involvement

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ABSTRAK

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PENGARUH BUDAYA ORGANISASI TERHADAP OPERATIONAL EXCELLENCE DI PT ASTRA INTERNATIONAL TBK – TOYOTA SALES OPERATION MEDAN KRAKATAU

(97 halaman; 9 figur; 36 tabel; 6 lampiran)

Astra menjadikan operational excellence sebagai kunci untuk tumbuh di tengah guncangan. Untuk mencapai operational excellence, harus berhubungan dengan budaya organisasi. Astra memiliki komitment dalam mengembangkan sumber daya manusia melalui budaya dan sistem pengembangan sumber daya manusia yang terintegrasi sehingga dapat beradaptasi dengan kebutuhan dan perkembangan bisnis.

Nilai dari budaya organisasi harus hidup, tidak hanya kata yang ditunjukkan di dinding. Operational excellence adalah berkolaborasi untuk kebutuhan pelanggan, memastikan tim yang positif dan perbaikan berkesinambungan terhadap proses sekarang di organisasi. Operational excellence memerlukan budaya organisasi beserta komitmen dan rasa memiliki terhadap keunggulan dan perbaikan berkesinambungan.

Penelitian ini menggunakan metodologi kuantitatif melalui kuesioner, wawancara dan observasi. Total populasi dan sampel adalah 33 dimana adalah karyawan PT Astra International TBK – Toyota Sales Operation Medan Krakatau. Metode analisis yang digunakan adalah analisis deskriptif, uji validitas, uji reliabilitas, uji normalitas, uji linearitas, uji korelasi, uji determinasi, regresi linier sederhana dan uji Z hipotesis.

Hasil dari penelitian ini adalah H_a diterima. Nilai korelasi antara budaya organisasi dan operational excellence adalah 0.556. Ini berarti budaya organisasi berpengaruh terhadap operational excellence.

Rekomendasi yang diberikan terkait hasil penelitian adalah perasaan memiliki untuk budaya organisasi dan lingkungan kerja yang suportif untuk operational excellence.

Kata kunci: Budaya Organisasi, Operational Excellence, Keterlibatan

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