

ABSTRAK

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**PENGARUH BUDAYA DAN EFEKTIVITAS ORGANISASI TERHADAP
KEBERLANJUTAN ORGANISASI PADA ORGANISASI KEPEMUDAAN**
(xiii + 78 halaman: 2 gambar; 20 tabel; 5 lampiran)

Penelitian ini bertujuan untuk menguji hubungan antara budaya, efektivitas, dan keberlanjutan organisasi pada organisasi kepemudaan. Responden pada penelitian ini merupakan pengurus organisasi Tunas Indonesia Raya (TIDAR). Data responden dihimpun melalui media kuesioner daring (Google Forms) yang disebarakan melalui media pesan singkat elektronik (Whatsapp). Data kuesioner yang berhasil dikumpulkan kemudian diolah dengan pendekatan Partial Least Square Structural Equation Model (PLS SEM) dengan program SmartPLS 3.0. Hasil dari penelitian ini mendukung hipotesis bahwa budaya berpengaruh positif terhadap efektivitas organisasi kepemudaan, serta keberlanjutan organisasi. Efektivitas organisasi juga berpengaruh positif terhadap keberlanjutan organisasi serta menjadi variabel mediator antara pengaruh budaya terhadap keberlanjutan organisasi. Hasil penelitian ini memperlihatkan bahwa sebuah organisasi kepemudaan dapat membangun budaya yang kuat dari proses seleksi dan kaderisasi melalui tradisi yang diterapkan di antara anggotanya. Dengan demikian, organisasi kepemudaan dapat mengimplementasikan visi, misi, dan nilai-nilai keorganisasian untuk meningkatkan efektivitas proses dengan tujuan akhir mempertahankan keberlangsungan organisasi melalui prinsip-prinsip keberlanjutan.

Kata Kunci: Budaya; Efektivitas; Keberlanjutan; Organisasi Kepemudaan, TIDAR.

Referensi: 84 (1972-2022)

ABSTRACT

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THE INFLUENCE OF ORGANIZATIONAL CULTURE AND EFFECTIVENESS ON ORGANIZATIONAL SUSTAINABILITY IN YOUTH ORGANIZATIONS

(xiii + 78 pages: 2 figures; 20 tables; 5 appendices)

This study aims to examine the relationship between culture, effectiveness, and organizational sustainability in youth organizations. Respondents in this study are members of the Tunas Indonesia Raya (TIDAR) organization. Respondent data was collected through online questionnaires (Google Forms) which were distributed via electronic short message media (Whatsapp). The collected questionnaire data was then processed using the Partial Least Square Structural Equation Model (PLS SEM) approach with the SmartPLS 3.0 program. The results of this study justify the hypothesis that culture has a positive effect on the effectiveness of youth organizations, as well as organizational sustainability. Organizational effectiveness also has a positive effect on organizational sustainability as well as being an intervening variable between cultural influences on organizational sustainability. The results of this study show that a youth organization needs to be able to build a strong culture from the process of selection and regeneration through traditions that are applied among its members. Thus, youth organizations can implement organizational vision, mission and values to increase process effectiveness with the ultimate goal of maintaining organizational sustainability through the principles of sustainability.

Keywords: Culture; Effectiveness; Sustainability; Youth Organization, TIDAR.

References: 84 (1972-2022)