

ABSTRAK

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**PENGARUH KONTRIBUSI BUDAYA ORGANISASI DAN KAPABILITAS
TEKNOLOGI TERHADAP ORGANIZATIONAL LEARNING**

Teknologi yang berkembang pesat di seluruh Indonesia membuat organisasi harus siap menghadapi perubahan dan tantangan. Kapabilitas teknologi (*technological capability*), khususnya teknologi informasi merupakan hal yang penting bagi organisasi karena teknologi informasi akan memberikan inovasi baru. Budaya organisasi (*organizational culture*) dan sumberdaya manusianya merupakan aset organisasi yang terus-menerus dikembangkan kemampuan pembelajarannya (*organizational learning*) untuk meningkatkan kemampuan perusahaan dalam mengembangkan keunggulan kompetitif dalam menghadapi persaingan pasar. Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh Budaya Organisasi dan Kapabilitas Teknologi terhadap *Organizational Learning* di PT Imora Motor. Subjek penelitian adalah karyawan PT Imora Motor beserta para dealer yang bekerjasama di sekitar JABODETABEK yang berada dalam jajaran manajerial dan leadership. Teknik pengumpulan data dilakukan dengan menyebarkan kuesioner secara online. Untuk mendapatkan informasi seberapa kuat responden setuju dengan pernyataan dalam kuesioner digunakan Skala Likert. Statistik deskriptif digunakan untuk menganalisis variable *Clan Culture*, *Hierarchy Culture*, *Knowledge Technological Capabilities*, dan *Organizational Learning*. Analisis model penelitian digunakan software SmartPLS 3.2.8. Hasil penelitian menunjukkan bahwa *clan culture*, *hierarchy culture* dan *knowledge technological capabilities* di PT. Imora Motor berpengaruh langsung, dan positif terhadap *organizational learning*. Atmosfer yang terbangun oleh *clan culture* menjadi modal penting untuk membangun sistem pelayanan prima. Penerapan *hierarchy culture* dalam bentuk formal, terstruktur, dan mengikuti prosedur yang telah ditentukan diterima dengan baik oleh karyawan karena terdapat kesadaran yang kuat atas pentingnya efisiensi, kontrol, dan kelancaran pengerjaan tugas. *Knowledge technological capabilities* diterapkan untuk menciptakan produk layanan yang inovatif perusahaan. Penelitian ini bertujuan memaparkan temuan pengaruh budaya organisasi dan kapabilitas teknologi terhadap *organizational learning* di PT Imora Motor.

Reference: 85: 2000-2020

Keywords: Budaya organisasi, *clan culture*, *hierarchy culture* dan *knowledge technological capabilities*, *organizational learning*.

ABSTRACT

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EFFECT OF ORGANIZATIONAL CULTURE CONTRIBUTION AND TECHNOLOGY CAPABILITY ON ORGANIZATIONAL LEARNING

Technology that is developing rapidly throughout Indonesia makes organizations must be ready to face changes and challenges. Technological capability, especially information technology, is important for organizations because information technology will provide new innovations. Organizational culture and human resources are organizational assets whose learning abilities are continuously developed as a manifestation of organizational learning, to improve the company's ability to develop competitive advantages in facing market competition. This research was conducted with the aim of knowing the effect of Organizational Culture and Technology Capability on Organizational Learning at PT Imora Motor. The research subjects were employees of PT Imora Motor and dealers who collaborate with PT Imora Motor around JABODETABEK who were in the managerial and leadership ranks. The data collection technique was carried out by distributing online questionnaires with the help of the Google Forms platform. To obtain information on how strongly respondents agree with the statements in the questionnaire, a Likert scale is used. Descriptive statistics were used to analyze the variables of Clan Culture, Hierarchy Culture, Knowledge Technological Capabilities, and Organizational Learning. Analysis of the research model used SmartPLS 3.2.8 software. The results showed that clan culture, hierarchy culture and knowledge technological capabilities at PT. Imora Motor has a direct, and positive impact with organizational learning. The atmosphere built by a positive clan culture is an important asset to build an excellent service system. The implementation of a hierarchy culture in a formal, structured form, and following predetermined procedures is well received by employees because there is a strong awareness of the importance of efficiency, control, and smooth execution of tasks. Employees understand and use knowledge technological capabilities to create innovative company products and services. The purpose of this research is to explain the outcomes of Organizational Culture and Technology Capability on Organizational Learning at PT Imora Motor.

Reference: 85: 2000-2020

Keywords: Organizational culture, clan culture, hierarchy culture dan knowledge technological capabilities, organizational learning.