

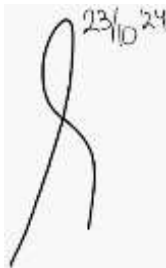
ANALISIS BUDAYA ORGANISASI PADA PT MADU BARU YOGYAKARTA

WAHYU

Abstrak

Penelitian ini dilakukan di PT Madu Baru. Tujuan dari penelitian ini adalah mengetahui budaya organisasi pada PT Madu Baru dan persepsi karyawan mengenai budaya organisasi pada PT Madu Baru. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *purposive sampling*. Dimana jumlah karyawan bagian office 192 diambil beberapa sampel menggunakan teknik perhitungan Slovin yang berjumlah 65 karyawan. Pengumpulan data primer dilakukan dengan menyebarkan kuisioner pada karyawan office. Variabel dalam penelitian ini adalah budaya organisasi. Teknik analisis data menggunakan teknik kuantitatif deskriptif, uji instrumen, uji reliabilitas, dan arithmetic mean. Hasil penelitian menunjukkan bahwa budaya organisasi menurut persepsi karyawan sangat penting. Hasil jawaban pernyataan tertinggi pada indikator perhatian terhadap detail sebesar 3,02 dalam kategori setuju, hasil jawaban terendah pada indikator keagresifan sebesar 2,78 pada kategori setuju.

Kata Kunci: *Budaya Organisasi, Analisis Budaya Organisasi, Perubahan Budaya Organisasi*



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ORGANIZATIONAL CULTURE AT PT MADU BARU YOGYAKARTA

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Abstract

This research was conducted at PT Madu Baru with the objective of assessing the organizational culture and employee perceptions of that culture within the company. The sampling technique employed in this study involved a systematic approach, where a total of 192 employees from the office section were considered. Utilizing the Slovin formula, a sample size of 65 employees was determined. Primary data were collected through the distribution of questionnaires to office employees. The primary variable examined in this study is organizational culture. Data analysis was performed using descriptive quantitative techniques, including instrument testing, reliability assessments, and the calculation of arithmetic means. The findings indicate that organizational culture, as perceived by employees, is regarded as highly significant. Notably, the highest average response was recorded for the attention to detail indicator, which scored 3.02 in the category, while the lowest average response was for the aggressiveness indicator, which scored 2.78, also within the category.

Keywords: *Organizational Culture, Organizational Culture Analysis, Organizational Culture Change*