

ABSTRAK

Penelitian ini bertujuan untuk mengetahui tentang: 1) Bagaimana penerapan budaya organisasi di koperasi DM Marito Jaya Karawang?; 2) Bagaimana kinerja karyawan di koperasi DM Marito Jaya Karawang?; 3) Bagaimana budaya organisasi dapat memberikan kontribusi positif pada kinerja karyawan Koperasi DM Marito Jaya Karawang. Metode penelitian dalam skripsi ini menggunakan metode kualitatif dengan menggunakan metode deskriptif. Teknik pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi yang selanjutnya diolah dengan baik menjadi perangkat informasi yang bisa memperoleh kesimpulan.

Hasil penelitian menunjukkan bahwa: **Pertama**, penerapan budaya organisasi di koperasi DM Marito Jaya Karawang diterapkan melalui 10 budaya organisasi, yakni meliputi *individual initiative, risk tolerance, direction, integration, management support, control, identity, reward system, conflict tolerance, communication pattern*. **Kedua**, kinerja karyawan di koperasi DM Marito Jaya Karawang diukur dari lima point meliputi produktivitas, kualitas layanan, responsivitas, responsibilitas, dan akuntabilitas karyawan. **Ketiga**, budaya organisasi yang ada di Koperasi DM Marito Jaya Karawang dapat memberikan kontribusi positif pada kinerja karyawan, hal ini terbukti bahwa terdapat solusi dalam menjawab kendala-kendala dalam penerapan budaya organisasi dalam meningkatkan kinerja karyawan di koperasi DM Marito Jaya Karawang. Adapun kendala dalam penerapan budaya organisasi dalam meningkatkan kinerja SDM di koperasi DM Marito Jaya, diantaranya meliputi penyaluran kredit menurun, kredit macet bertambah, penambahan anggota tidak bertambah, pelayanan kurang baik, ketidakpuasan nasabah, kurangnya inovasi, dan budaya organisasi kurang baik. Adapun solusinya adalah: Penyaluran kredit menurun dan kredit macet bertambah dapat di atasi dengan dilakukan dengan cara penataan kembali, persyaratan kembali, dan penjadwalan kembali. Solusi Penambahan anggota tidak bertambah, dapat di atasi dengan melakukan dengan cara menabung secara sukarela sehingga dapat menambah modal koperasi. Solusi Pelayanan kurang baik, dapat di atasi dengan cara meningkatkan pelatihan perkoperasian secara massif bagi karyawan, sertifikasi kompetensi untuk pengelola koperasi, bimbingan teknis dan pendampingan penyusunan strategi bisnis hingga pemasaran. Solusi ketidakpuasan nasabah, dapat di atasi dengan cara menerima keluhan dengan baik, menunjukkan rasa empati, dan komunikasi yang baik. Solusi kurangnya inovasi dapat di atasi dengan cara melakukan kreatifitas dan inovatif produk dalam memproduksi barang. Solusi budaya organisasi kurang baik dapat di atasi dengan cara pelatihan dan pengembangan, komunikasi secara efektif, dan tata kelola organisasi yang baik.

Kata Kunci: Budaya Organisasi, Kinerja Karyawan, Manajemen

ABSTRACT

This study aims to find out about: 1) How is the application of organizational culture in the DM Marito Jaya Karawang cooperative?; 2) How is the performance of employees in the DM Marito Jaya Karawang cooperative?; 3) How organizational culture can make a positive contribution to the performance of Cooperative DM Marito Jaya Karawang employees. The research method in this thesis uses qualitative methods using descriptive methods. Data collection techniques are carried out by observation, interviews, and documentation which are then properly processed into information tools that can draw conclusions.

The results of the study show that: First, the application of organizational culture in the DM Marito Jaya Karawang cooperative is implemented through 10 organizational cultures, which include individual initiative, risk tolerance, direction, integration, management support, control, identity, reward system, conflict tolerance, communication pattern. Second, employee performance at the DM Marito Jaya Karawang cooperative is measured from five points including productivity, service quality, responsiveness, responsibility, and employee accountability. Third, the organizational culture that exists in the DM Marito Jaya Karawang Cooperative can make a positive contribution to employee performance, it is proven that there is a solution in addressing the constraints in implementing organizational culture in improving employee performance in the DM Marito Jaya Karawang cooperative. The obstacles in implementing organizational culture in improving HR performance in the DM Marito Jaya cooperative include decreasing credit distribution, increasing bad loans, not increasing the number of members, poor service, customer dissatisfaction, lack of innovation, and poor organizational culture. The solutions are: Decreased lending and increased bad loans can be overcome by rearranging, re-conditioning, and rescheduling. Solution The addition of members does not increase, it can be overcome by doing it by saving voluntarily so that it can increase the capital of the cooperative. Poor service solutions can be overcome by massively increasing cooperative training for employees, competency certification for cooperative managers, technical guidance and assistance in preparing business strategies to marketing. Solutions to customer dissatisfaction can be overcome by accepting complaints well, showing empathy and good communication. The solution to the lack of innovation can be overcome by doing creative and innovative products in producing goods. Solutions to a bad organizational culture can be overcome by means of training and development, effective communication, and good organizational governance.

Keywords: Organizational Culture, Employee Performance, Management