

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Cultural is a complex combination of assumptions, attitudes, stories, myths, metaphors, and various other ideas that come together to determine what it means to be a member of a particular society. Culture is not only an important concept for understanding society or human groups but also for understanding organizations. Culture includes everything that influences a person to think, act, and behave. Organizational Culture is the shared values, norms, and behaviors that guide how employees work within the organization and how employees act.

Organizational culture is also usually used as the basis by the organization in running its business, so it is important for leaders to be able to convey the values adopted in the organization so that all members of the organization understand and are able to carry out the culture well. However, sometimes in practice the company does not provide these values in detail and clearly. This lack of knowledge about the values held by the company can make the organizational culture in the company less well run. As a company that brings values into this company, it is important to pay attention to how these values can exist, and are embedded in the company, even all members of the company are also able to be part of being able to maintain and preserve the culture and values that exist within the company. Therefore, culture is one of the important things in the organization.

Every organization has an organizational culture that functions to form rules or guidelines in thinking and acting in achieving the goals set. This means an organizational culture that grows and is well-maintained. In addition, the main pressure is in the change and development of the overall organizational culture. Organizational culture is also a factor that affects the performance of an employee. Where, the various effects of changes that occur due to reforms require organizations, both private and government organizations to carry out innovations

to face the demands of change and seek to formulate policies that are in line with environmental changes. An organization must be able to formulate appropriate policies to cope with any changes that will occur. One of the policies that management concerns about is the empowerment of human resources. The negative impact if an organization does not implement an organizational culture, then employee performance cannot run well because there is no maximum target achievement so that it can lead to unfavorable results for the organization.

To achieve better performance, the company must be able to utilize the resources in it, including maximizing the function of its human resources. Human Resources (HR) plays a very dominant role in the company's activities. The success or failure of a company in achieving its goals is very dependent on the ability of its human resources or employees in carrying out the tasks given so that employees are required to always be able to develop themselves proactively in a company. The human resources needed at this time are human resources who have good performance.

Of course all this is done not only to improve organizational culture but also to create knowledge workers, namely employees who always want to improve themselves by continuously learning to increase their potential. With the support of knowledge workers, not only employee performance will increase but the Bank's financial performance will increase. This can be seen from the increase in funding and financing growth.

The banking world also does not want to miss the organizational culture. To maintain its existence, the Bank is required to have a clear and strategic vision and mission, and each component in it is also required to be able to realize the company's vision and mission.

Banks are financial institutions that have an important role in economic growth in a country. The main function of the bank as a financial institution is to collect funds from the public, channel funds to the public, and also provide services in the form of banking services. Bank is a business entity that collects funds from the public in the form of savings and distributes them to the public in

the form of credit and or other forms in order to improve the standard of living of the people at large.

State banks are banks whose majority shares are owned by the government. Meanwhile, a national private commercial bank is a bank that is an Indonesian legal entity, whose capital is partially or wholly owned by an Indonesian citizen or an Indonesian legal entity. The existence of competition between government banks and with other national private banks is unavoidable. This competition is coupled with the global crisis so that a financial performance report is needed that can provide information to the public about the performance of a bank, and assist the public in making decisions.

Bank Mega is an Indonesian company in the form of a limited liability company and is engaged in banking financial services. This bank is based in Jakarta and is part of CT Corp. Bank Mega was founded on April 15, 1969. Its current principal director is Kostaman Thayib. Consists of several parts, namely the sub branch manager, CCRD (Credit Collection and Remedial Staff), operation manager, operation supervisor, Teller, customer service, back office, funding officer, driver, security, cleaning service. with a total of 13 employees. The head of Bank Mega Sub Branch Office is Ricky Alexander.

Bank Syariah Indonesia is the merging of 3 Bank, namely BNIS (Bank Negara Indonesia Syariah), BRIS (Bank Rakyat Indonesia Syariah), BSM (Bank Mandiri Syariah). Bank Syariah Indonesia is a bank whose implementation is based on Islamic law or syariah. Do not apply the interest system on their services. This bank is run based on Islamic law. The application of interest is prohibited and does not occur in Islamic banks. Because it is considered not in accordance with Islamic law. Islamic banks use a profit-sharing system and get a number of benefits from the system. This profit is then used by the bank (as the manager) to finance all banking operations carried out. Bank Syariah Indonesia was started in 1980. In 1990, the Indonesian Council of Ulama formed a working group to establish an Islamic Bank in Indonesia.

Based on the description described above, this problem can be formulated as follows, Are there differences in organizational culture between private banks and

government commercial banks in Bengkalis? While the objectives to be achieved in this study are to determine the comparison of organizational culture between private banks and state banks in Bengkalis.

## **1.2 Formulation of the Problem**

Based on the background described above, the author can formulate the main problem namely:

1. What is the organizational culture at Bank Mega?
2. What is the organizational culture at Bank Syariah Indonesia?
3. How does the organizational culture compare at Bank Mega and Bank Syariah Indonesia?

## **1.3 Purpose of Study**

Based on the formulation of the problem above, the objectives of this study are:

1. To find out how the organizational culture at Bank Mega Sub Branch Office in Bengkalis.
2. To find out how the organizational culture at Bank BSI Sub Branch Office in Bengkalis.
3. To find out the comparison of organizational culture between Bank Mega Sub Branch Office in Bengkalis and Bank BSI Sub Branch Office in Bengkalis.

## **1.4 Significance of Study**

This research is expected to provide benefits both directly and indirectly for interested parties, as follows:

1. For Companies  
Can provide useful and valuable information along with all policies that are directly related to the company's organizational culture.
2. For Researchers  
This research can be used as material for experience, knowledge, and as a guide for completing the Final Project which is one of the requirements to

complete Diploma IV in International Business Administration studies program, Department of Business Administration. It is hoped that this final research can be used as a means to increase the development of creativity in conducting research and innovation of writers.

3. For State Polytechnic Bengkalis

State Polytechnic Bengkalis is expected to serve as a reference for other research in the future.

4. For the Community

Research, it is hoped that this will provide insight in the form of a final project that can be used to increase knowledge in conducting research activities in comparison to private and state banks.

5. For Other Parties

The results of this study are expected to contribute to the development of studies on comparative organizational culture and can be used as additional information in further research with the same theme.

### **1.5 Scope and Limitations of Research**

Based on the background of the problems that have been described, the authors can identify the scope of this research, namely the banking environment in Bengkalis.

So that the discussion does not expand and focus on research objectives, it is necessary to have research limitations. The limitations of the problem in this study are:

1. Indicators that influence the formation of the organizational culture of Private Banks and Government Banks in Bengkalis.
2. The influence of organizational culture on the performance of banking employees in Bengkalis.

### **1.6 Writing System**

The systematics of writing research Comparison of Organizational Culture in Private Banks and State Banks (Case Study on Bank Mega Sub Branch Office

in Bengkalis and Bank Syariah Indonesia Sub Branch Office in Bengkalis) as follows:

#### CHAPTER 1: INTRODUCTION

In chapter 1 explains the background of the problem, problem formulation, research objectives and the systematic writing of a study in the final research report.

#### CHAPTER 2: LITERATURE REVIEW

In chapter 2 explains about previous research and theoretical basis in this final research contains the theory that underlies the research that comes from books literature published nationally or internationally for at least the last 3 years.

#### CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

Chapter 3 explains the identification of the location, time and object of research, types and sources of data, population and samples, sample collection techniques, data collection techniques, data processing techniques, scale measurement, data analysis methods, types of research, concept definitions and operational variables.

#### CHAPTER 4: RESULTS AND DISCUSSION

In chapter 4 explaining the results of testing, discussion and limitations of research results, discussion of the results obtained is made in the form of theoretical explanations, either qualitatively, quantitatively or statistically.

#### CHAPTER 5: CONCLUSION

In chapter 5 explains the conclusions and suggestions from the research that has been carried out.