

# CHAPTER I

## INTRODUCTION

### 1.1 Background

One of the national problems associated with the Indonesian nation today is the handling of the low quality of human resources. The large number of human resources in Indonesia, the plan can be utilized effectively and efficiently will be useful to support the pace of sustainable national development. So that in the community there are reliable human resources for quality education, the provision of adequate social facilities and employment opportunities. The real main challenge is how to create human resources who can produce optimal performance to achieve the goals of a company or organization.

Every organization or company will strive to improve employee performance to achieve the organizational goals that have been set. Many companies or organizations are trying various ways to improve employee performance to be more effective and efficient, for example through education and training, providing compensation and motivation, and creating a good work environment.

According to Trice and Bayer in Fachreza, Said Musnadi, and M. Shabri Abd Majid (2018), organizational culture is increasingly growing in line with increasing climate dynamics in organizations. Thus the concept of organizational culture is developed in various versions, considering that the term culture is borrowed from the scientific disciplines of tropology and sociology, in accordance with the meaning of culture which contains national connotations, and its implications are so broad that various perspectives can be seen. However, in the process of adaptation, most argue that the core of culture is a system of values that are shared.

Organizational culture permeates organizational life and subsequently affects every organizational life. Therefore, organizational culture has a very big influence on the fundamental aspects of organizational performance. This statement has been widely accepted and supported by several studies linking

performance to organizational culture. If organizational culture is an important aspect in improving performance then the organizational culture must be managed properly. To be able to manage an organization properly requires a clear understanding and attention to organizational culture.

In accordance with the context of human resource empowerment, in order to produce professional employees with high integrity, it is necessary to have standard references imposed by an organization. The standard reference is an organizational culture that systematically guides employees to increase their work commitment to the organization.

Regarding the organizational culture in an organization will not develop into an advanced organization without strengthening its cultural foundations, after the culture is strong, it will have a big influence on the strategies implemented to achieve the goals that have been set. Organizational culture will affect employee performance which can improve coordination between employees. As is known, performance is the work result that can be achieved by a person or group of people in a company in accordance with their respective authorities and responsibilities in an effort to achieve organizational goals legally, does not violate the law and does not conflict with morals and ethics (Lilis, 2018: 83).

The core values of the organization will be held intensively and widely embraced in a strong culture. A strong culture shows a high agreement among members about what the organization should maintain. Understanding the organizational culture of employees will foster cohesiveness, loyalty and organizational commitment. This quality will further reduce the employee's tendency to leave the organization. An organization to achieve success needs to improve organizational performance factors by forming and developing an organizational culture that supports the creation of employee commitment.

Employees are an important component in this organization, the success of PLASA Telecommunication Bengkalis Branch will greatly depend on the expertise of employees in providing services to customers. A culture that is not conducive will result in employees not being motivated to carry out their duties. For this reason, it is necessary to conduct a further study of the employee

performance of PLASA Telecommunication Bengkulu Branch which is related to organizational culture, so that employee performance becomes more optimal. The Bengkulu Branch Telecommunication organizational culture grew through an evolutionary process from the ideas created by the founders of the organization, the previous organizational actors and then instilled in their followers. Organizational culture will grow and develop by instilling it in organizational actors through a process of learning and experience (Wibowo, 2010: 3).

Every organization has an organizational culture that functions to form rules or guidelines for thinking and acting to achieve the goals set. This means that an organizational culture that grows and is well maintained will be able to spur the organization towards better development. In addition, the main emphasis in changing and developing organizational culture is trying to change the values, attitudes and behavior of the members of the organization as a whole. In connection with several things about the employee performance of PLASA Telecommunication Bengkulu Branch above, the next research focuses on the influence of organizational culture on employee performance with a total of 15 employees.

The existence of coaching employees is expected to be able to carry out general tasks of the organization and to enforce and expedite the work that has been assigned. The existence of a unified relationship between leaders and employees, clear work procedures, can improve the atmosphere of the work environment to be comfortable, gradually improve the quality of employees' abilities well and instill in employees to have an attitude of dedication and sincerity at work. By having this feeling, all employees can be actively involved in achieving the goals of the organization that have been set.

The business world, especially the Bengkulu Telecommunication Branch, also does not want to be left behind in building an effective organizational culture in order to create better work results, work discipline and work quality for employees. Companies are required to have a clear, strategic vision and mission and each component in it is also required to realize the company's vision and

mission. The vision and mission are what then give birth to the values that are believed by the members and reflect the organizational culture.

From the description stated above, the researcher is interested in making a study in the form of a final project entitled "The Influence of Organizational Culture on Employee Performance at PLASA (Pusat Layanan Satu Atap) Telecommunication Bengkalis Branch ".

## **1.2 Formulation of the Problem**

On the basis of the limitations of the problems described above, the problem formulations in this study are: How is the influence of organizational culture on employee performance at the Bengkalis Telecommunication?

## **1.3 Research Purposes**

Based on the background of the problem, problem identification and problem boundaries, the objectives of this study are:

1. To find out the organizational culture at the Bengkalis Branch of PLASA Telecommunication .
2. To find out the performance of employees at the Bengkalis Branch of PLASA Telecommunication.
3. To find out the influence of organizational culture on employee performance at the Bengkalis Branch of PLASA Telecommunication.
4. To find out how much the influence organizational culture on employee performance at the Bengkalis Branch of PLASA Telecommunication.

## **1.4 Significance of the Study**

Research conducted by researchers will provide several benefits and uses for various parties, including:

1. The theoretical benefit

The results of this study are expected to be used as a means of enriching insights and developing knowledge in the field of information and communication, especially telecommunication management to increase

success in managing an organization that one of the keys to success lies in organizational culture. Therefore organizational culture is important in implementing a sustainable organizational strategy.

## 2. Practical benefits

### a. For institutions

It is hoped that it can be an input and create an effective organizational culture in PLASA Telecommunication, Bengkalis Branch.

### b. For writers

It is hoped that the results of this study can further add insight and references related to organizational culture and employee performance.

### c. For readers

As a means to broaden horizons and analyze actual problems that occur, especially those related to organizational culture and employee performance.

## 1.5 Scope and Limitation of the Problem

Based on the background of the problem and the identification of problems that have been mentioned above, there is a need for problem boundaries so that the discussion in this study becomes more focused, the scope of this research becomes clear and targeted, and not too broad and makes the researcher more specific in researching. So the researcher will only examine the analysis of the influence of organizational culture on the employee performance of PLASA Telecommunication, Bengkalis Branch.

## 1.6 Research Writing Structure

In order to facilitate the discussion and detailed description in this thesis report, the report is prepared with the following writing structure:

## CHAPTER I : INTRODUCTION

Chapter I explains the background of the problem, the formulation of the problem, the research objectives, the

benefits of the research, the scope and limitations of the problem, and the systematics of writing.

## **CHAPTER II : LITERATURE REVIEW**

In Chapter II describes previous research, theoretical basis, framework of thought that is used as a guide in the thesis.

## **CHAPTER III : METHODOLOGY AND PROCESS OF COMPLETION**

Chapter III describes the location, time and object of research, types and sources of data, population and samples, sampling techniques, data gathering techniques, data processing techniques, scale measurement, validity and reliability testing, data analysis methods, research hypotheses, research models. , research type, concept definition and operational variables, research schedule and budget.

## **CHAPTER IV : RESULTS AND DISCUSSION**

In Chapter IV, the writer will describe the results of the observations or research that the author did.

## **CHAPTER V : CONCLUSIONS AND SUGGESTIONS**

In Chapter V, the author will describe the conclusions obtained from the discussion and suggestions that the author will convey.