



## Artikel Penelitian

**Article history:**

Received 18 December,  
2023  
Revised 27 January,  
2024  
Accepted 13 February,  
2024

**Kata Kunci:**

Budaya organisasi;  
Daya Saing Organisasi

**Keywords:**

Organizational Culture;  
Organizational Competitiveness

**INDEXED IN**

SINTA - Science and  
Technology Index  
Crossref  
Google Scholar  
Garba Rujukan Digital: Garuda

**CORRESPONDING  
AUTHOR**

**Bestadrian Prawiro Theng**  
Institut Bisnis Informasi  
Teknologi dan Bisnis

**EMAIL**

[adrianteng2020@gmail.com](mailto:adrianteng2020@gmail.com)

**OPEN ACCESS**

E ISSN 2623-2022

## *The Impact of Organizational Culture toward Organizational Competitiveness at PT. Mega Royal Utama Medan*

Pengaruh Budaya Organisasi Terhadap Daya Saing Organisasi Pada PT. Mega Royal Utama Medan

**Bestadrian Prawiro Theng<sup>1\*</sup>, Ika Puspa Satrianny<sup>1</sup>, Sri Aprianti Tarigan<sup>1</sup>, Susanto<sup>1</sup>, Felix Leonardi<sup>1</sup>**

<sup>1</sup>Institut Bisnis Informasi Teknologi dan Bisnis

**Abstract:** *The purpose of this research is to analysis the impact of organizational culture toward organizational competitiveness at PT. Mega Royal Utama Binjai Medan. The data is obtain interview and questionare. There have 32 respondent from the company which only work in the office and supervisor only in the company. Whereby the data analysis using descriptive statistic (mean, median, mode), validity, reability, coefficient of corelation, regresion anlysis and hypothesis test. The result from the data is all valid, realible and normal, so the data can be use for futher analize. There have a significant impact the organizational culture toward organizational competitiveness. Where the Ha accepted and Ho rejected Z-count = 4,776 > Z-table = 1,96. Determination (r2) = 85.6% prove the organizational culture impact 85.6% toward organization competitiveness. The writer intend to give some recomedation which are outbond and happy weekend, monthly meeting and open minded discussion, swtiching work day and, give appreciation and recognition.*

**Abstrak:** Tujuan penelitian ini adalah untuk menganalisis pengaruh budaya organisasi terhadap daya saing organisasi pada PT. Mega Royal Utama Binjai Medan. Data diperoleh melalui wawancara dan kuisioner. Terdapat 32 responden yang berasal dari perusahaan yang hanya bekerja di kantor dan supervisor hanya di perusahaan tersebut. Sedangkan analisis datanya menggunakan statistik deskriptif (rata-rata, median, modus), validitas, reliabilitas, koefisien korelasi, analisis regresi dan uji hipotesis. Hasil data semuanya valid, realibel dan normal, sehingga data tersebut dapat digunakan untuk analisis lebih lanjut. Terdapat pengaruh yang signifikan budaya organisasi terhadap daya saing organisasi. Dimana Ha diterima dan Ho ditolak Z-hitung = 4,776 > Z-tabel = 1,96. Tekad (r2) = 85,6% membuktikan pengaruh budaya organisasi sebesar 85,6% terhadap daya saing organisasi. Penulis bermaksud memberikan beberapa rekomendasi diantaranya outbond dan happy weekend, pertemuan bulanan dan diskusi terbuka, pergantian hari kerja serta memberikan apresiasi dan penghargaan..

**Jurnal Kolaboratif Sains (JKS)**

Doi: 10.56338/jks.v2i1.639

Pages: 769-773

## BACKGROUND

Generally, many of organization either big or small will surely have its own cultures. Cultures is very essential, because every value, norms, and beliefs of employees come from it. Organizational culture is built from the combined experiences of the member of the organization, the quality of the interactions with each other and outsiders, the result of the organization' effort, and the psychology tone set by top management and every level of management beneath it. All of these factors are expressed in, and some are caused by management behavior, and poor management behavior will always affect the culture negatively.

Nowadays, many company have to face the organizational culture such as: (1) lack of team work: in this case many employee does not working well in team work while some of the employee are working hard but others employee a little bit lazy working and also sometimes employee have a lot task to finish will jealous with less task to finish so, it can make a problem in company competitiveness. (2) Lack of discipliner: some of the employee are came late for working and also they will use more time in rest than working. (3) Human consciousness in working field: the worker have to be monitoring by the leader, so they worker can finish the job smoothly.

According to Wilson Bangun (2008): Organization culture will have a big influence, especially if strong culture. The strong organizational culture will Impact the organizational competitiveness so it can take action and coordination towards customer and competitors. Besides, organizational cultures can leads employees to have more competition can achieve the goal together.

According to porter (1994) competitiveness is search for a favorable competitive position in an industry, the fundamental arena where competition occurs, competitive strategy aimed to determine the favorable position of strength of competitors.

Base on the definition above, the organization culture toward organizational competitiveness. In this skripsi the writer is interested to research at PT. Mega Royal Utama is the company produce baby walker, located in Binjai 12.5 KM – Medan. Base on the interview at PT. Mega Royal Utama, the organizational culture are not run very well as the problem of the team work which employee can be jealous with each other. In that case, it can make the company production not well such as the product deflect, not normal. And that can be impact the organization competitiveness.

Realizing the important of organization culture towards organizational competitiveness in the company raises the writer desire to conduct research at PT. Mega Royal Utama Medan – Binjai. As the writer was a nephew of the owner of the company. The research aims for the writing of the skripsi tittle with “the Impact of Organization Culture towards Organization Competitiveness at PT. Mega Royal Utama Medan – Binjai”.

## METHOD

Research location is at PT. Mega Royal Utama Medan - binjai in Jln. Pendidikan no 12 KM 12,5 Binjai Medan. Time research done is September 2014 until March 2015. The research is done to two variables that are organizational cultures as independent variable and organizational competitiveness as dependent variable. Sample is the elements selected in a population where it can take conclusion to represent the entire populations. The sample taken in this research are the employee who work and the managers of PT. Mega Royal Utama which further identifying how the selection process is applied. In data analysis method to measure about the strongest of that two relation it must be write in the variable value, the examples are X and Y value , Which the data will support by SPSS 2.2 ( statistical package for the social science).

**RESULTS**

**Test of Hypothesis**

**Table 1.** Coefficient of correlation

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	,754**
	Sig. (2-tailed)		,000
	N	32	32
VAR00002	Pearson Correlation	,754**	1
	Sig. (2-tailed)	,000	
	N	32	32

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Sources : output SPSS

The results show how much the  $r_{xy}$  equals to 0.754. it indicates strong positive correlation between variable X ( organization culture) and Y (organization competitiveness).

**Regression Analysis**

**Table 2.** Regression Analysis  
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,658	2,596		2,565	,016
	VAR00001	,574	,091	,754	6,296	,000

a. Dependent Variable: VAR00002

From the rable above, the  $\alpha$  (constant) of the question is 6.658, the  $\beta$  ( regression coefficient of variable X) is 0.574.

**DISCUSSION**

From the results of the descriptive statistic and calculation, the annlysis of the data is done as follow. The calculation of means for the variables gives the following results: 1) mean for independent variable (variable X ) organization organization is 22.781, while for dependent variable (variable Y) organization competitiveness is 22.56. those two number fall in the neutral/ average category, which can be seen from the interval of variable X&Y. 2) median of variable X is 30 (neutral), and the mode of variable X is 32. 3) median of variable Y is 24 ( neutral), and the mode of variable Y is 24.

The result of the questionnaires that are used to collect the data are valid. The result is acceptable if it is larger than 0.3. The reliability test shows the result of 0.612. It falls in the range of average data reliability. Normality test using by the Kolmogorov-Smirnov Z for variable X is 0.023 and variable Y is 0.015.

The regression formula is  $Y = 6.658 + 0.574X$ . The regression coefficient of X is 6.658 and variable Y is 0.574. This shows that y will increase as much as 0.574 with every one unit added to X.

The correlation coefficient test gives the result that dependent between independent variable x and dependent variable y is 0.754. The number falls in range of  $0.70 < r_{xy} < 0.99$  therefore it shows low positive correlation.

The dependent variable is influenced by independent variable as much as 56.9% and 43.1% is influenced by other factors.

The result z test shows that  $Z_{count}$  is 3.51. Since the significance of error is 5% then the  $Z_{table}$  is 1.96. For this set of hypothesis,  $Z_{count} > Z_{table}$  and the number falls on the middle side of the curve, thus we reject  $H_0$ .

## CONCLUSION

After conducting the research and data analysis that is done at PT. Mega Royal Utama Medan, the writer has summarized that there is a strong positive linear relationship between variable X (organizational culture) and variable Y (organizational competitiveness). The organizational culture has influenced the organizational competitiveness at PT. Mega Royal Utama as far as 56.9%. And the answers of the hypothesis result, that  $H_a$  is accepted  $H_0$  is rejected, so the writer's hypothesis is accepted which is "organizational culture impacts the organizational competitiveness at PT. Mega Royal Utama Binjai-Medan".

## RECOMMENDATION

The company could do some outbound or happy weekend gathering for all employees to increase the relationship with each other. Games to increase their team work is also a good idea. This will help to know each other and the communication can be good.

The director has to make monthly meetings or open-minded discussions regarding customers must be held at least once in a month. In this meeting, managers and staffs will inform each other of their behavior and so on, in order to make employees get well know of them and know how to serve them better.

Arrange "switching work" day, at least twice in a month, such as in Saturday while they half-day work. For instance: let the document staffs sit in the customer service, etc. This will also help in improving their collaboration and integration between different departments at PT. Mega Rooyal Utama Binjai Medan.

Give some recognition and appreciation for those who did well in their job. It will make employees feel that the work is appreciated well by managers and organizational. And it can make the competitive for other employees.

## DAFTAR PUSTAKA

- Bangun, W (2008). Budaya organisasi : dampaknya pada peningkatan daya saing perusahaan. *Journal manajement* vol 8, No 1, November 2008. Retrieved 01st October 2014
- Black, R.J (2009). Organization culture : creating the influences needed for strategic succes. Retrieved 11th October 2014. From USA : Mc Graw – Hill. <http://www.scribd.com/doc/4761555915/chapter-2-literature-review>.
- Bligh, M. , & Hacth, M. (2011). Do i believe ? an integrative framework for culture and identification. *Journal of psychological issues in organization culture*, 2(1) : 35-53. Retrieved 14th October 2014.

- From : <http://www.wbinconpro.com/429-himanshu.pdf>
- Chang, S and Lee, M.S (2007) . a study in the relationships among leadership, organization cultures, the operation of learnig organization and job employee satisfaction. *Learning organization* , 14(2) : 155 -185 . Retrieved 14th october 2014. From : <http://thavon.org/subject/finandacc>.
- Ginevapius, R. , & vaikjnjnaito, V. (2006). Analysis of organization culture dimension impact performance. *Journal of business economic and management*. 7(4), 201-211. Retrieved 13th october 2014. From : <http://ccsenet.org/journal/index.php/ijbm/...../26>.
- Junge, M.B, (2008). *Mourning memory and life itself*. USA : Charles C.thomas. published limited. Retrieved 14th october 2014 From <Http://www.scribd.com/doc/47614459161/chapter-3-researchmeteology>.
- Porter, Micheal E., 1994, *keunggulan daya saing : menciptakan dan mempertahankan kinerja unggulan*. Retrieved 20th october 2014. From Jakarta : Binarupa Aksara.
- Schein, Edgar H., 2004, *organization culture and leadership 3rd edition*, john wiley &sons. Retrieved 29th october 2014
- Wiraman, 2007 , *Budaya dan iklim organisasi : teori, Aplikasi, dan penelitian*, Retrieved 01st october 2014. From : Jakarta : salemba empat.