

## ABSTRAK

### ANALISIS PENGARUH BUDAYA PERUSAHAAN TERHADAP KINERJA PERUSAHAAN

Studi pada Industri Kerajinan Gerabah Kasongan, Bantul

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Tujuan penelitian ini adalah untuk mengetahui bagaimana pengaruh antara budaya perusahaan terhadap kinerja perusahaan. Budaya perusahaan dalam penelitian ini adalah karakteristik dimensi budaya perusahaan yang relevan dan dipraktekkan di industri kerajinan gerabah Kasongan, yaitu *process oriented*, *employee oriented*, *parochial*, *open system*, *loose control*, dan *pragmatic*.

Jenis penelitian yang dilakukan adalah studi pada industri kerajinan gerabah Kasongan, Bantul. Teknik *sampling* menggunakan *cluster sampling* dan *incidental sampling* dengan jumlah responden sebanyak 85 orang yaitu para pemilik yang juga sebagai pemimpin industri. Teknik pengumpulan data menggunakan : (1) observasi, (2) kuesioner, (3) wawancara. Data yang diperoleh kemudian dianalisis menggunakan analisis regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa *process oriented* berpengaruh negatif terhadap peningkatan kinerja perusahaan. *Parochial*, *open system*, dan *loose control* berpengaruh positif terhadap peningkatan kinerja perusahaan. *Employee oriented* dan *pragmatic* tidak berpengaruh terhadap peningkatan kinerja perusahaan

## **ABSTRACT**

### **ANALYSIS ON THE INFLUENCE OF CORPORATE CULTURE TO THE CORPORATE PERFORMANCE**

Study at Handicraft Industry in Kasongan, Bantul

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The goal of this research was to know about how the corporate culture influenced to the corporate performance observed from the dimension of character of corporate culture at handicraft industry in Kasongan. Those characters were process oriented, employee oriented, parochial, open system, loose control, and pragmatic.

The study was conducted at handicraft industry in Kasongan, Bantul. Techniques of sampling were cluster sampling and incidental sampling with the number of respondents of 85 people, they are the owners as well as the leaders of industry. Technique for data gathering were : (1) observation, (2) questionnaire, and (3) interview. The research analyzed the data obtained using Multiple Regression Analysis.

The result of this research showed that there was a negative effect between process oriented characteristics and the increase of corporate performance. There was positive effect between parochial, open system, and loose control characteristics toward the increase of corporate performance. Whereas employee oriented and pragmatic characteristics had no influence to the increase of corporate performance.