

**PENGUKURAN BUDAYA ORGANISASI
SEBAGAI RUJUKAN UNTUK
MENINGKATKAN DAYA SAING DI ERA GLOBAL
PADA UNIVERSITAS SANATA DHARMA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui budaya organisasi yang berlangsung dan dirasakan serta yang diinginkan ada di Universitas Sanata Dharma. Penelitian ini menjadi penting dilakukan karena selama ini belum ada penelitian yang mengukur dan memetakan secara menyeluruh budaya organisasi yang ada di Universitas Sanata Dharma. Subjek dalam penelitian ini berjumlah 242 individu yang terdiri dari 130 tenaga pendidik (dosen) yang tersebar dalam 23 program studi dan 112 tenaga kependidikan (administrasi) yang tersebar dalam biro, lembaga, dan tata usaha fakultas. Seluruh subjek penelitian merupakan karyawan tetap di Universitas Sanata Dharma dan dipilih dengan menggunakan metode *cluster sampling*. Alat pengumpulan data berupa skala *Organizational Culture Assessment Instrument* (OCAI) yang telah diadaptasi menggunakan metode *Back-translation* terlebih dahulu. OCAI memuat 4 dimensi budaya organisasi, yaitu *Clan* dengan reliabilitas $\alpha = 0.839$, *Adhocracy* $\alpha = 0.740$, *Market* $\alpha = 0.804$, dan *Hierarchy* $\alpha = 0.825$. Metode analisis menggunakan kuantitatif deskriptif dengan bantuan *Organizational Culture Assessment Instrument* (OCAI). Hasil analisis menunjukkan bahwa budaya organisasi yang sedang berlangsung dan dirasakan oleh seluruh tenaga pendidik dan tenaga kependidikan di Universitas Sanata Dharma adalah budaya organisasi *Clan* dan *Hierarchy*. Budaya organisasi yang diinginkan oleh Rektor selaku pemimpin di Universitas Sanata Dharma adalah budaya yang condong *Clan* dan sedikit menyisipkan budaya organisasi *Hierarchy*.

Kata kunci : Psikologi Industri dan Organisasi, Budaya Organisasi, OCAI, *Clan*, *Adhocracy*, *Market*, *Hierarchy*, Universitas Sanata Dharma

**THE MEASUREMENT OF ORGANIZATIONAL CULTURE
AS A REFERENCE
TO ENHANCE COMPETITIVENESS IN THE GLOBAL ERA
IN SANATA DHARMA UNIVERSITY**

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ABSTRACT

This research is aimed to know the organizational culture that exists and is felt and also is expected to be there in Sanata Dharma University. This research is necessary to be conducted because no research has been conducted to measure and map the entire organization culture in Sanata Dharma University. The research's subject consists of 242 individual respondent, namely 130 lecturers spread out in 23 study programs and 112 education workers (administrative) spread out in bureau, institution and faculties' administrators. All research' subjects are permanent employees in Sanata Dharma University and are chosen in cluster sampling method. The data collecting tool is a scale of Organizational Culture Assessment Instrument (OCAI) that has already been adapted previously using Back-translation method. OCAI includes 4 organization culture dimensions, namely Clan with reliability $\alpha = 0.839$, Adhocracy $\alpha = 0.740$, Market $\alpha = 0.804$, and Hierarchy $\alpha = 0.825$. The analysis method uses descriptive quantitative with the aid of Organizational Culture Assessment Instrument (OCAI). The analysis result shows that the organizational culture that exists and is felt by all lecturers and by all education workers in Sanata Dharma University is Clan and Hierarchy organizational culture. Organizational culture that is expected most to exist by Rector as the leader of Sanata Dharma University is organizational culture that tends to be Clan and is inserted little Hierarchy organizational culture.

Key Word : *Industrial Psychology and Organization, Organizational Culture, OCAI, Clan, Adhocracy, Market, Hierarchy, Sanata Dharma University.*