

KEBERLANJUTAN ORGANISASI DI PT. BANK CENTRAL ASIA (BCA): PERAN KETERLIBATAN KARYAWAN, BUDAYA ORGANISASI, DAN INOVASI

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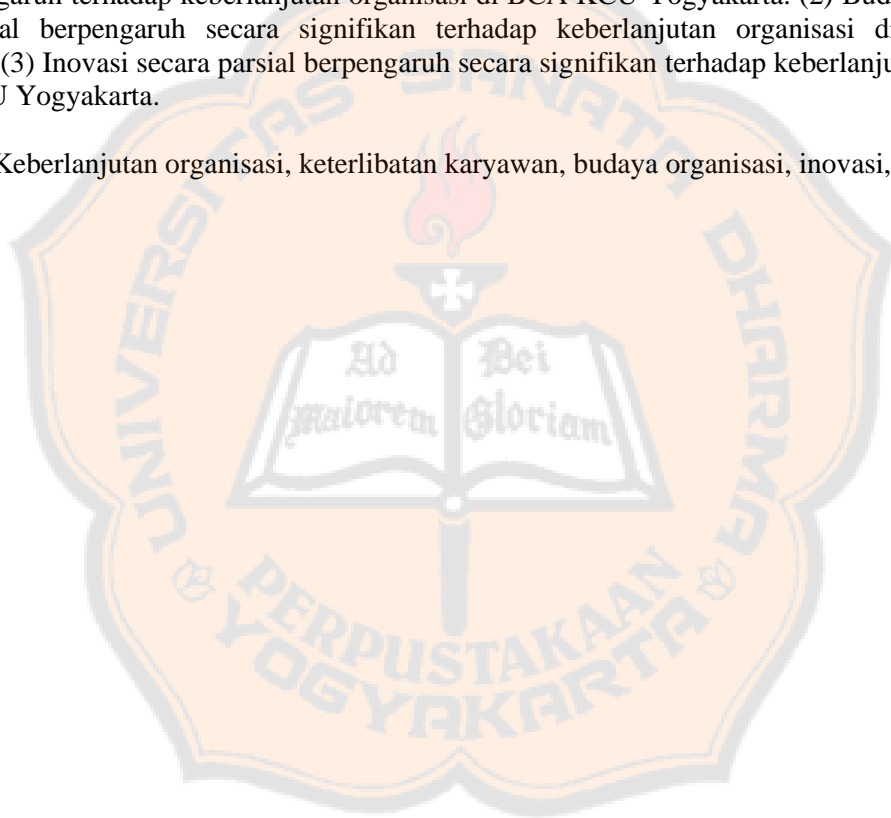
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ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh keterlibatan karyawan terhadap keberlanjutan organisasi di BCA KCU Yogyakarta, (2) pengaruh budaya organisasi terhadap keberlanjutan organisasi di BCA KCU Yogyakarta, (3) pengaruh inovasi terhadap keberlanjutan organisasi di BCA KCU Yogyakarta. Data diperoleh dari studi dokumentasi BCA, dan kuesioner penelitian. Responden berjumlah 35 karyawan dengan status karyawan tetap di BCA KCU Yogyakarta. Analisis data menggunakan metode analisis deskriptif dan analisis regresi linear berganda melalui alat bantu pengujian *SPSS Statistics 27*. Hasil dari penelitian ini adalah: (1) Keterlibatan karyawan secara parsial tidak berpengaruh terhadap keberlanjutan organisasi di BCA KCU Yogyakarta. (2) Budaya organisasi secara parsial berpengaruh secara signifikan terhadap keberlanjutan organisasi di BCA KCU Yogyakarta. (3) Inovasi secara parsial berpengaruh secara signifikan terhadap keberlanjutan organisasi di BCA KCU Yogyakarta.

Kata kunci: Keberlanjutan organisasi, keterlibatan karyawan, budaya organisasi, inovasi, BCA.



ORGANIZATIONAL SUSTAINABILITY AT BANK CENTRAL ASIA (BCA): ROLE OF EMPLOYEE ENGAGEMENT, ORGANIZATIONAL CULTURE, AND INNOVATION

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ABSTRACT

This study aims to determine: (1) The influence of employee's engagement on the sustainability of organizations at BCA Main Branch Yogyakarta, (2) The influence of organizational culture on the sustainability of organizations at BCA Main Branch Yogyakarta, (3) The influence of innovation on the organizational sustainability at BCA Main Branch Yogyakarta. Data obtained from BCA documentation studies, and research questionnaires. The respondents were 35 permanent employees at BCA Main Branch Yogyakarta. Data analyzed by descriptive analysis and Multiple Linear Regression using the SPSS Statistics 27 test tool. The results of this study are: (1) Employee involvement partially does not influence the organizational sustainability in BCA Main Branch Yogyakarta. (2) Organizational culture partially influences significantly on the organizational sustainability in BCA Main Branch Yogyakarta. (3) Innovation partially influences significantly on the sustainability of the organization in BCA Main Branch Yogyakarta.

Keywords: Organizational sustainability, employee engagement, organizational culture, innovation, BCA.

