

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh penerapan masing-masing nilai budaya perusahaan yaitu *Professionalism*, *Respect Other*, *Integrity*, *Dedicated to Customer*, dan *Excellence* (PRIDE) pada kinerja individu karyawan marketing PT Bank Bukopin Tbk, Regional 4. Variabel bebas dalam penelitian ini adalah *Professionalism*, *Respect Other*, *Integrity*, *Dedicated to Customer*, dan *Excellence* (PRIDE). Sedangkan variabel terikat pada penelitian ini adalah kinerja karyawan.

Pertanyaan yang diajukan pada penelitian ini adalah: (1) Apakah penerapan nilai budaya *Professionalism* berpengaruh positif pada kinerja karyawan?; (2) Apakah penerapan nilai budaya *Respect Other* berpengaruh positif pada kinerja karyawan?; (3) Apakah penerapan nilai budaya *Integrity* berpengaruh positif pada kinerja karyawan?; (4) Apakah penerapan nilai budaya *Dedicated to Customer* berpengaruh positif pada kinerja karyawan?; dan (5) Apakah penerapan nilai budaya *Excellence* berpengaruh positif pada kinerja karyawan?

Data yang digunakan adalah data primer dengan alat ukur berupa kuisioner yang memuat aitem pernyataan terkait penerapan budaya PRIDE, dan data sekunder yang digunakan adalah data kinerja karyawan berupa data hasil penilaian kinerja individu karyawan. Pemilihan responden dilakukan dengan metode *purposive sampling* kepada 187 karyawan marketing PT Bank Bukopin Tbk, Regional 4 dengan masa kerja di atas 6 bulan.

Pengujian hipotesis menggunakan metode analisis regresi berganda. Hasil analisis hipotesis menyebutkan bahwa: *Professionalism* (X_1), *Respect Other* (X_2), *Integrity* (X_3), *Dedicated to Customer* (X_4) berpengaruh positif dan signifikan pada kinerja karyawan sehingga hipotesis diterima, sedangkan *Excellence* (X_5) berpengaruh positif dan tidak signifikan pada kinerja karyawan sehingga hipotesis ditolak.

Kata kunci: *Professionalism*, *Respect Other*, *Integrity*, *Dedicated to Customer*, *Excellence* dan Kinerja Karyawan

ABSTRACT

The objective of the research is to analyze the influence of each value of corporate culture implementation that are "Professionalism", "Respect Other", "Integrity", "Dedicated to Customer", and "Excellence" (PRIDE) toward individual performance of marketing employee at the fourth region of PT Bank Bukopin Tbk. Independent variables in the research are "Professionalism", "Respect Other", "Integrity", "Dedicated to Customer", and "Excellence" (PRIDE). Meanwhile, dependent variable in the research is the employees performance.

There are some problems formulated in the research: (1) What is the positive influence of the implementation of "Professionalism" as the cultural value toward employees performance? (2) What is the positive influence of the implementation of "Respect Other" as the cultural value toward employees performance? (3) What is the positive influence of the implementation of "Integrity" as the cultural value toward employees performance? (4) What is the positive influence of the implementation of "Dedicated to Customer" as the cultural value toward employees performance? (5) What is the positive influence of the implementation of "Excellence" as the cultural value toward employees performance?

The researcher used primary data with questionnaires as the parameters that consisted of the statements related to the implementation of PRIDE as the corporate culture. Meanwhile, secondary data used were the employees performance in the form of data assessment results from individual performance of the employees. Purposive sampling method was used as the method to choose the 187 respondents that consisted of the marketing employees of the fourth region of PT Bank Bukopin Tbk that have length of service for more than six months.

The hypotheses were examined by multiple regression analysis method. It is mentioned in the analysis results of the hypotheses that: "Professionalism" (X_1), "Respect Other" (X_2), "Integrity" (X_3), and "Dedicated to Customer" (X_4) are accepted because they give positive and significant influence toward the employees performance. Meanwhile, "Excellence" is not accepted because it only gives positive influence but does not give significance toward the employees performance.

Keywords: "Professionalism", "Respect Other", "Integrity", "Dedicated to Customer", "Excellence", and the Employees Performance.