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Implementation Of Corporate Culture And A Positive Work Environment To Improve Internship Quality Of PT. Tourezia Cakra Inspira

Juliadi Syahputra[1*], Fereshti Nurdiana Dihan[2]

[1*]Management Undergraduate Student Islamic University of Indonesia
[2] Management Lecturer Islamic University of Indonesia

Corresponding Author : 20311347@students.uii.ac.id

Abstract

This research aims to analyze the application of company culture and a positive work environment in improving the performance of the internship program at PT. Tourezia Cakra Inspira. The research method used is descriptive qualitative, allowing the author to obtain data through direct observation and interviews with employees and interns. Data was collected from various sources, including in-depth interviews, direct observation, and company documents related to human resource development. The research results showed that there were several problems in implementing the internship program, such as seniority measures and excessive work pressure, which caused several intern students to resign. This research provides recommendations for improving company culture and work environment, including by holding mentorship programs, transparent two-way communication, rewarding achievements, and creating a comfortable and ergonomic work environment. It is hoped that this research contribution can help PT. Tourezia Cakra Inspira in developing more effective strategies to improve the quality and retention of internship programs, thereby contributing to overall company performance.

Keywords: ***Corporate culture, positive work environment, internship program, employee performance***

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INTRODUCTION

PT. Tourezia Cakra Inspira is a tourism startup company that operates in the service sector by prioritizing service and convenience and of premium standards. This company was founded in 2015 in August by starting a car rental business for families with the company name Hud Hud Tour. In 2017 this business began to expand its services, namely bus rental and tour organizer until 2018. In 2019 this business again expanded its services by adding homestay reservations, event management, and MICE (Meeting, Incentive, Convention, Exhibition) as well as expanding partnerships to B2B market. In 2020 until now the business called Hud Hud Tour changed to PT. Tourezia Cakra Inspira which has been registered and officially recognized by the government for sustainability and internal management. The services provided by Tourzia are: Event Organizer (Event Management, Virtual/Hybrid Event, Event Support, Event Merchandise) Tour & Travel Organizer (Domestic Tour, International Tour, Homestay Reservation, Car & Bus Rental)

Figure 1. Company Logo

Human resources are the most important and important resources in achieving the goals of a company because employees have intelligence, talent, energy, desire, knowledge, emotions and creativity which are really needed to achieve the company's vision and mission (Mangkunegara, 2013). Corporate culture is a set of values, beliefs, and attitudes that characterize a company and its employees. This culture is basically a general framework for understanding the business world (Annissa, 2024). Employee performance is the result of qualitative and quantitative work carried out by employees in carrying out their work in accordance with the responsibilities given to them (Mangkunegara, 2013). When employees perform well, people expect to achieve organizational goals. Many important factors such as motivation and work environment can influence employee performance (Nurdiansyah et al., 2020). To maximize employee performance, there must be a strong and healthy organizational culture. By analyzing the influence of organizational culture on employee

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performance, employee performance greatly determines the success of the organization (Shahzad et al., 2013).

The role of corporate culture is very important in determining how a company operates and how company members interact. A positive company culture reflects cherished values, such as integrity, collaboration, innovation, and diversity. When a positive company culture is implemented in the selection process for internship candidates, it is hoped that the quality of selection will increase and quality internship candidates can join. However, there are still a few companies that actively implement a positive corporate culture in the selection process for internship candidates. Some companies may not realize the positive benefits of implementing this culture in selecting suitable internship candidates. In addition, there may also be challenges in consistently implementing a positive corporate culture in the selection process.

When carrying out an internship, students can see and receive direct direction and are able to adapt to the world of work. On the other hand, agencies or companies with an internship program can monitor the quality of performance of prospective human resources. Selection of internship candidates is part of an important stage in the recruitment process at the company. Properly selected internship candidates will make a positive contribution to the company's development. However, not all companies have an effective selection process and are able to assess internship candidates comprehensively. According to supervisor Hudayana (2023), there was a problem at the internship recruitment process stage, namely that there were interns who resigned when they had just undergone an internship for 2 days, where this position was very detrimental to the company.

Therefore, this research aims to focus on the importance of implementing a positive corporate culture and work environment to improve the quality of internships. Through this research, it is hoped that we can better understand the benefits and challenges of implementing a positive work culture and environment to improve the quality of internship performance. With this understanding, companies can develop appropriate strategies and policies to improve the quality of internships and find prospective candidates in line with the company's cultural values.

OBJECTIVES

Based on the background above, a question can be formulated,

1. How do company culture and work environment influence the quality of the internship?
2. What is the impact of implementing company culture and work environment in improving the quality of internships?

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3. How do you apply a positive company culture and work environment to the quality of your internship?.

THEORETICAL STUDY

Corporate Culture

According to Annisa (2024) company culture is a collection of values, beliefs and attitudes that characterize the company which are followed by employees. This culture is essentially a framework for shared thinking in understanding the business world. According to Schein (2010:16) defines corporate culture as a pattern of basic assumptions created, discovered, or developed by a group, especially how to overcome problems of adaptation and integration of external, internal, formal conditions. When onboarding new members, this is a great way to understand, think about, and feel relevant to the issue. According to Sutrisno (2012:2) Company culture is not only a system that forms the physical environment of a company, but also the values that are felt, agreed upon and followed by employees as a guide to behavior and solving company problems. It can be concluded that corporate culture is a fundamental prerequisite in the form of values adhered to by all employees to overcome external conditions and internal integration problems.

According to Mangkunegara (2015) corporate culture is an assumption or system of beliefs, values and norms developed within an organization that guides the behavior of its members to overcome problems of external adaptation and internal integration. According to Adiawaty (2020), there are several dimensions and indicators of organizational culture, namely

1. Attention to detail
   Attention to detail indicators: a. Accuracy in solving problems. b. Skill and accuracy in work
2. Outcome Orientation
   Outcome Orientation Indicators: a. Ability to improve work results. b. optimal use of resources.
3. Team Orientation
   Team Orientation Indicators: a. Team cohesion at work. b. Intensity of communication between team members.
4. Aggressiveness
   Aggressiveness Indicators: a. Dexterity in dealing with work. b. Competitive at work.
5. Stability

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Stability Indicators: a. Commitment to duties and responsibilities. b. Loyalty to existing values.

6. Innovation and Risk Taking
   Innovation and Risk Taking Indicators: a. Ability to innovate. b. Courage in taking risks.
7. People Orientation
   People Orientation Indicators: a. Employee opportunities for development. b. Opportunities for employees to take part in training.

Work Environment

According to Nurhandayani (2022), the work environment has a direct impact on employees and the work environment can improve employee performance. On the other hand, an inappropriate work environment can reduce performance. A good work environment allows employees to feel comfortable working in the office. According to Wursanto (2009), the work environment can be defined as everything related to physical and psychological aspects that directly or indirectly affect employees. In addition, depending on the conditions of the work environment, it is considered good or appropriate for humans to function optimally, healthily, safely and comfortably. According to Raziq & Maulabakhsh (2015) states that a good work environment is part of increasing employee productivity and performance, which ultimately leads to increasing organizational effectiveness and reducing costs incurred by the company. The work environment can be described as the physical environment where an employee works, which can affect employee performance, safety and quality of life (Heizer & Barry, 2015)..

According to Diana et al (2013) indicators or dimensions of the work environment can be influenced by several factors as follows:

1. Work facilities, a work environment that does not support work performance can result in poor performance, such as inadequate work tools, a hot work place, poor air circulation, and unclear procedures.
2. Wages and benefits, wages that do not meet employee expectations, allow employees to see a work environment that guarantees that work expectations will be met.
3. Cohesive and loyal working relationships, employees are more productive because one worker and other workers work together to achieve goals and results.

1. **Recruitment**

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Recruitment is a process of obtaining a group of human resources (employees who meet the requirements to fill a job position in an organization) (Hasanah & Indahingwati, 2017). Recruitment is the process of attracting people who meet the requirements to apply for vacant positions, this process is divided into internal and external recruitment (Sukirno in Junaedi et al, 2017). The recruitment function does not just guarantee the availability of employees, but recruitment also functions as a business strategy for managing talented human resources (Hadiaty & Astriyana, 2019) and (Syafitri & Chairoel, 2019). This recruitment process plays a very important role in managing competent and qualified personnel in the workplace. An effective recruitment process provides opportunities for people who have the skills and abilities to meet company needs and influence business growth.

Recruitment methods have a big influence on prospective applicants who will work for the company. According to Hasibuan (2014) Recruitment methods to attract prospective employees are:

1. Closed Method: The closed method means that withdrawals are only notified to employees or certain people. As a result, the number of applications is relatively low and the chances of attracting good employees are also low.
2. Open Method, The open method is the collection of information which is disseminated by placing advertisements in the mass media, print media and electronic media so that the information is widely known to the public. The open method is expected to produce a high number of applications and greater opportunities to attract quality employees. The method commonly used in the banking industry is the open method.

Employee Performance

According to Mohammad (2015) Performance is what a person or process shows in the context of managing work tasks. Performance can be measured based on the organization's goals, objectives, vision and mission, which are determined through the organization's strategic plan (Kariyamin, Hamzah, and Lantara 2020). According to Kasmir, quoted in (Silaen, 2021), one of the factors that influences employee performance is the recruitment process carried out by the company. In an organization or company, every performance carried out by an employee does not always provide good results, because the level of performance of each employee is different and each employee has their own opportunities to improve their performance (Ramawati and Tridayanti 2020).

Research conducted (Kakkonen, 2018) argues that internship experience is not only an immediate opportunity, but also an initial step in career development. The right

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internship can deepen students' understanding of the world of work and increase motivation to achieve their professional goals. According to Rogers et.al (2019), although companies always promote internship programs, quite a few companies complain about the performance of interns for two main reasons: lack of skills and unpreparedness of universities to adapt to changes in the industry..

RESEARCH FRAMEWORK

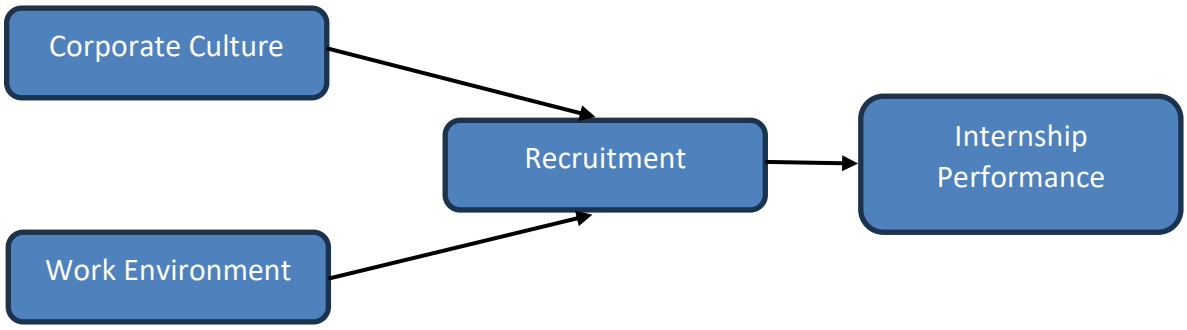


Figure 2. Research Framework

RESEARCH METHODS

This research uses descriptive qualitative methods to examine the application of company culture and a positive work environment in improving the quality of internship performance at PT. Tourezia Cakra Inspira. Data was collected through direct observation and interviews with employees, especially in the Human Capital Development division, to obtain in-depth and accurate information. The research was conducted at PT. Tourezia Cakra Inspira, Yogyakarta, from 6 February to 6 June 2023. Data sources consist of primary data in the form of interviews and observations, as well as secondary data from various related literature.

RESULT AND DISCUSSION

Result

During the internship, the author encountered a problem during the internship section when a participant resigned after two days of work. This causes losses for the company in terms of time, energy, and effectiveness. According to observations in the human capital development division, this is the first time the company has experienced resignations so quickly since the internship program began 2.5 years ago. The results of interviews with

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employees and students who left showed that excessive workload and pressure from supervisors were the main reasons for the resignation.

As a result of this problem, the company's performance was disrupted, especially in the human capital development division which had to handle this situation. The author conducted interviews with students who withdrew, who stated that the work given was too much and the pressure from the supervisor made him depressed. The student felt that the culture and behavior shown by the supervisor did not meet his expectations, so he decided to quit.

The human capital development division then evaluates the recruitment and internship acceptance process to identify whether there is a mismatch between the company culture and the internship participants. The focus of the evaluation is on the Event and Production Officer division which is directly involved in this problem. Even though companies have implemented positive cultural elements such as personality tests, group prayers, and daily briefings, cultural mismatch and work pressure remain challenges that must be overcome.



Figure 3. Corporate Value

In our corporate value it is explained that the company works with the belief that customer trust is an honor, responsibility to work wholeheartedly, strives to give a sense of priority to customers, always works with the spirit of young people who like change and challenges, seeks to find ideas and ways. work to improve products and services, work by expressing all ideas, creativity and work enthusiasm to spread inspiration, always work by coordinating and collaborating in teams and with partners and all stakeholders, even customers as well as several other items. This is very good for elements -elements of corporate culture at tourezia.

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Figure 4. Tourezia Corporate Culture

DISCUSSION

The company has implemented a structured work culture and ethics, but there are still shortcomings that cause problems, such as excessive seniority. The imbalance between the number of jobs and employees makes employees rely on interns, resulting in excessive workload and pressure on interns. Human capital development carries out evaluations to address seniority and ensure better communication, transparency, and reward the contributions of interns. The implementation of mentorship programs and anti-discrimination policies is expected to strengthen work relationships and improve internship performance.

A comfortable physical work environment and complete facilities support the comfort and productivity of employees and apprentices. The company plans to improve the office layout and facilities to better support a positive work environment. Good relationships between employees and interns are also important to create a harmonious work environment. Human capital development emphasizes the importance of regular surveys, individual meetings, and open communication to identify and overcome problems faced by employees and interns.

The company's recruitment process is quite good with a project based learning approach, but there needs to be more emphasis on matching the company culture with the candidate. In-depth evaluation during the selection process and specific explanations regarding company culture can improve the quality and retention of interns. With a mechanism that allows prospective candidates to choose a suitable internship program, companies hope to reduce cultural mismatches in the future.

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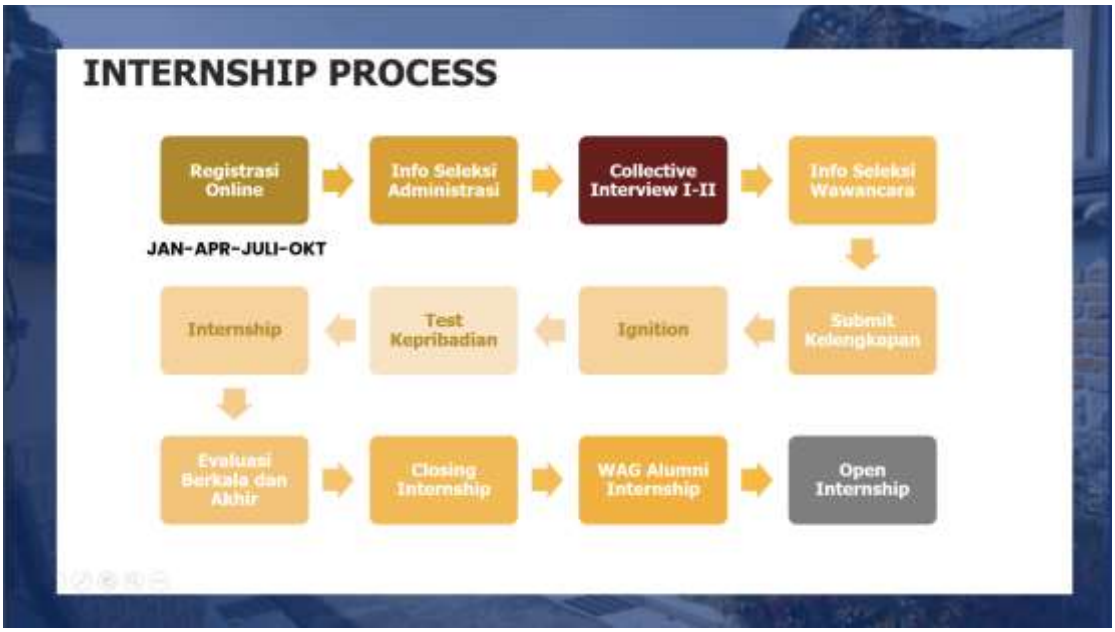


Figure 5. Internship Recruitment Process



Figure 6. Project Based Learning Internship Mechanism

During the internship, the author participated in managing human capital development, from recruitment to accepting interns, and was involved in various company activities. The author also helps identify problems of cultural mismatch and work pressure experienced by interns, as well as providing input for future improvements. Through this

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active participation, the author hopes to help companies overcome problems and improve the quality of internship programs and the company's overall performance.

CONCLUSION

Based on this research, implementing a positive company culture and a supportive work environment is proven to have a significant influence on internship performance. These two factors not only increase productivity but also create a higher sense of satisfaction and loyalty towards interns. Tourezia's human capital development must continue to strive to maintain and improve these aspects to achieve larger organizational goals.

From the results of the discussion that has been described, it can be concluded that the company culture of PT. Tourezia Cakra Inspira affected the performance of the interns, with a cultural mismatch between the company and the interns causing some participants to resign. In addition, the work environment in companies between employees and interns is not always harmonious. Even though the recruitment process is complete, there needs to be more emphasis in interviews on providing prospective interns with an explanation regarding the company culture, work environment and work system that will be undertaken.

RECOMMENDATION

Based on an analysis of the application of company culture and a positive work environment to improve internship performance at PT. Tourezia Cakra Inspira, the author provides several recommendations. First, employees need to avoid seniority attitudes and provide transparent two-way communication with interns, including holding regular discussions and using existing media for communication in the hybrid internship program. Appreciating interns' achievements can motivate them to perform better. Additionally, creating mentorship programs where senior employees guide interns and implementing policies that uphold fairness and anti-discrimination will strengthen work relationships.

Second, creating a positive work environment is key to increasing productivity, morale and retention of employees and interns. Conducting regular surveys to gather input from employees and interns, holding regular individual meetings, and ensuring open and honest communication are important steps. A comfortable and ergonomic physical work environment with good lighting and adequate facilities also needs to be ensured. If there is a conflict, the company must have a clear and easily accessible complaints system to handle complaints fairly and effectively. Third, in the selection process, human capital development needs to emphasize a more detailed explanation of company culture, work environment and work systems to prospective interns during the interview stage. This will improve the quality and retention of apprentices and contribute to overall company performance.

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