ABSTRACT

ORGANIZATIONAL CULTURE ANALYSIS AT THE BUREAU OF GOODS AND SERVICES PROCUREMENT OF THE REGIONAL SECRETARIATE OF WEST* SULAWESI *PROVINCE

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This study aims to analyze the factors that affect the organizational culture in the Bureau of Procurement of Goods and Services of the Regional Secretariat of West Sulawesi *Province using the concept of Robbins and Judge (2014) that organizational culture can be measured by 7 primary characteristics, namely: innovation and risk taking, attention to detail, result orientation, individual orientation, team orientation, aggressiveness and stability.*

This study applied a qualitative method. The research data were taken from primary and secondary data. These data were collected through interviews, observations, and document reviews. The informants in this study were 13 (thirteen) people. The results of interviews, observations, and document studies were then processed, presented, interpreted, and validated until conclusions were drawn. The resulting product was in the form of a policy brief that encourages building a superior organizational culture with a transformation strategy at the Bureau of Goods and Services Procurement of West Sulawesi *Province.*

The results of the study show that innovation and risk taking, attention to detail, result orientation, individual orientation, team orientation, aggressiveness and stability are good enough, it is just that the encouragement and motivation from leaders to innovate and create creativity is still lacking, it is necessary to support leadership integrity and external involvement in terms of risk mitigation, organizational goals and measures of organizational success have never been socialized so that the contribution and Responsibility for the organization is still lacking. Based on these findings, it is recommended that the bureau to strengthen its leadership role in terms of integrity, build a culture of innovation, strengthen teamwork, and implement an effective reward and sanction system. This research is expected to contribute to strengthening the organizational culture of the Bureau of Goods and Services Procurement of West Sulawesi *Province so that it runs more solidly, harmoniously, and with high performance, so as to improve the quality of public services.*

***Keywords**: Organizational Culture, Innovation and Risk Taking, Attention to Detail, Results Orientation, Individual Orientation, Team Orientation, Aggressiveness and Stability*

Translated by:
The AgencyES
Language Institute
File No.: 726-S2-225051