

The Impact of Organizational Behavior on Member Performance in the Sociology Education Student Association at Makassar State University

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Abstract

This study aims to determine whether organizational behavior will affect organizational performance and whether there is no influence of organizational behavior on organizational performance. This research uses descriptive qualitative method. By conducting interviews with two members of the association who have different positions, namely the treasurer and staff of the organization's association. Based on the results of the interviews that have been conducted, it shows that within the Sociology Education Student Association organization, Makassar State University, there is an influence of organizational behavior that has had an impact on organizational performance. . This impact depends on individual behavior in the organization because it is the individual who will run the organization to achieve the desired goals. Therefore in the organization must have positive individual behavior in carrying out organizational goals. it can be concluded based on the conclusions above according to the interviews of the two members, namely organizational behavior is important for every organization to encourage positive behavior and build a work climate that supports achieving long-term success.

Keywords: Organizational Behavior, Member Performance, Sociology Education Student.

INTRODUCTION

Organizations are no longer unfamiliar to students or most people. An organization is commonly defined as a group of two or more people working together to achieve shared goals. In an organization, collaboration is carried out collectively to achieve objectives effectively and efficiently. Every organization has a division of tasks among individuals, from leaders to members, who coordinate with one another without undermining each other, enabling the achievement of maximum goals. Organizations are an integral part of daily life. Simply put, as students, we actively participate in educational, familial, or community organizations. Organizations are typically formed by individuals to accomplish goals that cannot be achieved alone.

Organizations are inseparable components of human life and livelihood. Daily, people interact with organizations related to various aspects of life. While experiences within organizations can be enjoyable or frustrating, positive or negative, humans still require the existence of organizations (Didin Kurniadin & Imam Machali, 2012). Organizations serve as a gathering place for individuals engaged in activities directed toward achieving predetermined objectives.

In today's era of globalization, organizations must improve to remain competitive in various contexts. This highlights the importance of an organization's ability to adapt and change. Learning must be applied within every organization's workplace. To follow paradigm shifts, this effort includes high-quality adaptability and essential elements that individuals must examine. Since individuals are considered determinants of an organization's progress or regression, individuals must change attitudes or adapt to modern advancements. The role of individuals is crucial for organizational development; without them, organizations would be unrealistic or impossible. This underscores the importance of individual traits and thoughts necessary to build a robust organization while also considering other aspects such as technology.

When participating in an organization, one must understand how to behave within it. Fulfilling responsibilities in an organization should be accompanied by good behavior. Every organization selects its members or leaders based on individual behavior, whether within the organization or in daily life. Behavior refers to actions or conduct exhibited by individuals in their daily lives.

Organizational behavior is defined as the actions and reactions of individuals within an organization or how individuals behave in an organizational setting. Behavior is one of the most noticeable aspects, as it is visible in interpersonal communication or individual reactions to events.

According to Robbins & Judge (2009), organizational behavior is related to the study of what individuals do in organizations and how their behavior impacts organizational performance. Similarly, Gibson (2011) states that organizational behavior can maximize employee and organizational efficiency and productivity, ultimately contributing to effective organizational functioning.

The experts' perspectives align, emphasizing that organizational behavior is strongly associated with work-related conditions. Therefore, organizational behavior focuses on improving organizational performance and reducing deviant behaviors within the organizational environment.

Studying organizational behavior enables its application in achieving organizational goals, positively impacting career advancement by helping superiors achieve organizational effectiveness. By behaving appropriately within an organization, individuals gain positive insights, such as understanding their behavior and the organizational environment. Organizations that instill a culture of good organizational behavior in their members can produce human resources capable of contributing to the organization's effectiveness and individual performance.

Conceptually, organizational behavior is defined as a field of study that examines the impact of individuals, groups, and structure on organizational behavior (Robbins & Judge, 2013).

From this definition, it is evident that the impact of individuals on organizational behavior serves as a foundation for their future roles or positions in organizations or companies. Every organization or company seeks members or leaders with organizational experience and an understanding of organizational behavior.

The influence of groups and organizational structure on organizational behavior lies in empowering individuals to actively participate in meetings to achieve organizational goals. These individuals are entrusted with responsibilities based on their positions and roles within the organization. Leaders assign responsibilities, trusting that these individuals exhibit good organizational behavior and are well-suited for their roles. Organizations aim to develop competent and knowledgeable individuals who can drive positive changes, such as addressing issues within the organization.

According to Mangkunegara (2009), performance is defined as the achievements or output—both quality and quantity—attained by employees within a specific period while fulfilling their responsibilities.

The primary goal of these efforts is to enhance and improve organizational performance by focusing on human resource development. In addressing potential risks of losing direction in meaningful lives, human resources adopt noble values as guiding principles for professional life and achieving maximum individual performance. These values form a strong foundation for organizations to achieve optimal performance and make significant contributions within the organizational context.

Employee performance is inherently individual because every employee has varying levels of capability in executing their tasks. These differences are influenced by factors such as experience, qualifications, motivation, and skills. Consequently, performance assessment must consider this diversity among individuals.

In performance management, organizations must provide adequate support, development, and direction to help employees reach their full potential and achieve optimal performance according to their abilities. Recognizing that performance is individual, organizations can design effective performance management strategies and reward systems aligned with employees' achievements and contributions. Management has the capability to assess employees based on their individual performance.

Performance is not merely an event but an action comprising various elements and cannot be directly observed. Performance results from employees' work over a specific period, influenced by a combination of ability, effort, and opportunity.

When measuring performance, management must consider factors affecting employee performance, such as established work targets, output quality,

productivity, initiative, teamwork, and contributions to organizational objectives. Objective and fair performance assessments enable management to provide constructive feedback to employees and identify areas requiring further development or support. By acknowledging that performance results from individuals' hard work and effort, management can develop effective performance measurement systems that encourage growth and optimal achievements for every employee.

METHOD

This research employs a qualitative approach to gain an understanding or depiction of the reality of the phenomenon being studied, aiming to obtain objective data. According to Sugiyono (2015), qualitative research methods are used when the research object is in its natural state. Moleong (2009) defines qualitative research as an approach aimed at understanding phenomena experienced by research subjects, such as behavior, perceptions, motivations, and actions, comprehensively, by describing them in words and language within a specific natural context, using various natural methods. Based on these definitions, qualitative research involves natural observation and produces descriptive data. This study adopts a qualitative approach with a case study design, focusing on a specific subject. Data for the case study are gathered from various parties involved in the case. The research subjects, selected using purposive sampling, are those directly involved in the activities being studied and possess knowledge relevant to the research information. The selected subjects are two members of the Sociology Education Student Association at Makassar State University, each holding different organizational roles. This selection emphasizes obtaining rich and in-depth information over a large number of informants. Data collection was conducted through structured interviews, as suggested by Arikunto (2010), beginning with pre-determined questions and continuing with further exploration based on responses. The interviews were carried out directly, allowing the researcher to observe the informants' conditions and gather comprehensive insights. The study compares the perspectives of the two members to examine whether organizational behavior influences organizational performance.

RESULT AND DISCUSSION

The Faculty of Social and Cultural Sciences at Makassar State University is the research site. The subjects of this study are two members of the community: the organization's treasurer and a staff member. In qualitative research, having extensive information is more important than having numerous informants. Therefore, the number of data sources in this study was determined based on this consideration.

The results of interviews with the two association members holding different positions revealed that both shared the same opinions or feelings about the impact of organizational behavior on organizational performance. They agreed that organizational behavior significantly affects their organization's performance. Both stated that organizational behavior is crucial for every organization to foster positive behavior and create a work climate conducive to achieving long-term success. From the perspectives of these two organizational members, it can be concluded that although members may hold different positions, they often share similar views on the profound influence of organizational behavior on organizational performance.

Various factors influence employee performance in different ways, both directly and indirectly. According to Anwar Prabu Mangkunegara (2009), the factors affecting performance achievement are ability and motivation. Keith Davis, as cited by Mangkunegara (2009), formulated the following equation:

Human Performance = Ability + Motivation

Motivation = Attitude + Situation

Ability = Knowledge + Skill

Based on the views of these experts, it can be concluded that there is a close relationship between organizational behavior and employee performance. Evidence of this is that employee performance within an organization tends to improve when organizational behavior reflects high standards. Evaluating employees' attitudes and behaviors in performing organizational tasks becomes an essential indicator for assessing the quality of their performance. Thus, positive attitudes and behaviors aligned with organizational values directly impact employee performance and productivity in effectively achieving organizational goals.

Discussion on Organizational Behavior and Its Impact on Organizational Performance

Organizational behavior plays a critical role in determining the performance of an organization. It refers to the actions and reactions of individuals within an organization and how these behaviors affect the organization's overall functioning. Understanding the connection between

organizational behavior and employee performance is crucial for improving the efficiency and success of any organization.

The Relationship between Organizational Behavior and Performance

A significant body of research suggests that organizational behavior directly influences the performance of employees and, consequently, the performance of the organization. The behavior of individuals within an organization reflects the values, culture, and standards set by the organization itself. When employees display positive behavior, such as commitment, teamwork, and motivation, it leads to improved performance outcomes.

According to Robbins and Judge (2019), organizational behavior is a field of study that investigates the impact of individuals, groups, and structures on behavior within organizations, aiming to apply this knowledge to improve the organization's effectiveness. Their study emphasizes the importance of fostering a positive organizational culture, where values such as integrity, accountability, and collaboration are promoted. This positive culture influences employee behavior, leading to improved job satisfaction, engagement, and overall organizational performance.

A study by Salas-Vallina et al. (2018) found that organizational behavior, particularly leadership and employee motivation, is one of the key drivers of organizational performance. Their research indicated that organizations with leaders who promote trust, engagement, and cooperation tend to experience higher levels of employee satisfaction and productivity. This, in turn, enhances the overall performance of the organization. The study suggests that behaviors such as transformational leadership, where leaders inspire and motivate their employees, have a direct positive impact on organizational performance.

Organizational Behavior's Influence on Employee Motivation

Motivation is a core component of organizational behavior that significantly impacts employee performance. According to Maslow's hierarchy of needs (1943), individuals are motivated to fulfill basic needs, and once those needs are met, they strive for higher-order goals such as self-actualization. In an organizational context, when employees' intrinsic and extrinsic needs are fulfilled, their motivation increases, leading to higher levels of performance.

A study by Kooij et al. (2020) found that when organizations align their goals with employees' personal values and offer meaningful work, it increases motivation and enhances overall performance. Employees who feel that their work contributes to a larger purpose are more likely to engage in behaviors that improve performance. Therefore, understanding and addressing the individual needs of employees through supportive organizational behavior strategies can improve motivation and subsequently, organizational performance.

The Role of Organizational Culture and Leadership

Leadership and organizational culture are two key aspects of organizational behavior that shape employee performance. Transformational leaders, who inspire and support their teams, create a work environment that motivates employees to perform at their best. Furthermore, an organizational culture that encourages openness, trust, and collaboration fosters a sense of belonging and commitment among employees.

A recent study by Hernández-Linares et al. (2021) demonstrated that organizations with strong leadership and a positive culture experienced better financial and non-financial performance outcomes. The study concluded that leaders who communicate effectively, foster innovation, and prioritize employee development can lead organizations to greater success. The findings highlight that organizational behavior, especially in terms of leadership practices and cultural norms, directly impacts the performance of the organization.

In conclusion, organizational behavior is a significant determinant of organizational performance. Positive organizational behavior, supported by effective leadership, a strong organizational culture, and motivated employees, leads to improved performance outcomes. Understanding the intricacies of how organizational behavior impacts performance can help organizations adopt strategies that enhance both individual and collective success. Future research should continue to explore the various factors influencing organizational behavior and its relationship with performance, particularly in the context of changing work environments and technological advancements.

CONCLUSION

Based on the discussion above, it can be concluded that the two members of the organization, holding different positions, share the same opinion regarding the impact of organizational behavior on organizational performance. They both feel that in the organization they are part of, organizational behavior has a significant impact on its performance. This impact depends on the behavior of individuals within the organization, as it is the individuals who drive the organization towards achieving its goals. Therefore, an organization must foster positive individual behavior in order to achieve its objectives. Based on the conclusions from the interviews with both members, it can be summarized that organizational behavior is crucial for every organization to encourage positive individual behavior and create a work environment that supports long-term success.

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