



Organizational Behavior Analysis in the Context of Human Resource Management

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Abstract: The company is faced with the challenge of managing employees with diverse needs and motivations in a dynamic business environment. This article reviews the factors that affect employee performance through the work environment, job satisfaction, and commitment to the organization. This study aims to analyze organizational behavior in the context of human resource management at Unilever Companies. The case study was conducted by conducting interviews with some employees and managers at Unilever Companies. The results of the study show that employees at Unilever Companies experience high levels of motivation, good job satisfaction, strong organizational commitment, and a collaborative work culture. These findings indicate that these factors play an important role in influencing organizational behavior in these companies. This study concludes that understanding and managing factors such as motivation, job satisfaction, organizational commitment, and collaborative work culture can have a positive impact on the performance and success of Unilever.

Keywords: Human Resource Management; Organizational Behavior

INTRODUCTION

An organization is a social system whose life and continuity depend on the existence of strong relationships among its members (Utamy et al., 2020). Organizational behavior (organizational behavior) plays a very important role in the context of human resource management, especially in multinational companies such as the Unilever Company which operates in various countries. Concern in organizational behavior is more focused on how to develop the ability of people to work effectively in work teams (Darim, 2020). In facing the challenges of a complex and diverse business environment, Unilever Companies must deal with the different needs and motivations of employees throughout the organization.

Understanding and managing organizational behavior effectively is the key to creating productive, collaborative, and innovative working conditions at Unilever Companies. Human resource management plays a central role in achieving this goal, as they are responsible for designing policies, practices, and programs that influence employee behavior. In this context, a detailed analysis of organizational behavior in the Unilever Company will provide a deeper understanding of how human resource management can affect the behavior of individuals and groups within the organization. This case study will involve collecting data through in-depth interviews, direct observation, and analysis of relevant documents.

Through this research, it is hoped that the factors that influence organizational behavior in Unilever companies can be identified, such as employee motivation, job satisfaction, organizational commitment, organizational culture, and team dynamics. The information generated from this research will assist Unilever Companies in developing more effective human resource management strategies and policies, according to the needs and challenges they face.



In addition to the benefits for Unilever Companies, this research can also contribute to general knowledge and understanding of organizational matters behavior in the context of human resource management. The results of this research can be an important source of information for other companies in the same industry that seek to improve the effectiveness of human resource management and achieve competitive advantage through a better understanding of the factors that influence organizational behavior. Thus, this research will provide a significant contribution to the field of organizational studies behavior and human resource management, as well as provide practical insights for companies in optimizing the potential and performance of their employees.

Organizational Behavior (organizational behavior) is the study of how individuals, groups, and organizational structures interact within an organization. It involves an understanding of human behavior in the workplace, including factors influencing motivation, job satisfaction, communication, leadership, group dynamics, organizational culture, conflict, organizational change, and decision-making. According to Thoha (Darim, 2020), organizational behavior is a field of study that involves aspects of human behavior in the context of a particular organization or group. Organizational behavior is a scientific discipline that seeks to understand the reasons for the attitudes and behavior of individuals in organizations, control and predict these attitudes and behaviors, and create conditions that can ensure individual happiness at work. Organizational behavior is a branch of science that examines the impact of individuals, groups, and structures on behavior within organizations to improve organizational efficiency (Göksoy, 2021).

Organizational behavior analyzes how individual behavior in organizations is influenced by variables such as personality, values, attitudes, perceptions, and motivation. In addition, he also studies how group dynamics, organizational structure, human resource policies, and the work environment can influence individual and group behavior. Organizational studies Behavior is very important in the context of human resource management because a good understanding of organizational behavior can assist organizations in designing effective strategies to motivate employees, increase productivity, build a healthy organizational culture, and achieve overall organizational goals.

Through organizational analysis behavior, managers and practitioners of human resource management can identify and implement best practices in managing and motivating employees, building effective teams, improving communication and collaboration, managing conflict, and managing organizational change. By understanding the factors that influence organizational behavior, organizations can create a positive and productive work environment, which in turn can improve overall organizational performance. In addition, a well-managed company system will create organizational effectiveness. It has always been a major concern of researchers in the field of organizational behavior and human resource practitioners (Bismala & Manurung, 2021)

In a general description, Human Resources (HR) can be interpreted as individuals who work in an organization, both institutions and companies and have a role as an asset that needs to be trained and developed (Susan, 2019). HR is one type of resource that exists within an organization and includes all individuals involved in organizational activities. In general, the resources that exist within an organization can be grouped into two categories, namely human resources and non-human resources. Non-human resources include assets such as capital, machinery, technology, raw materials, and so on.



Human Resources is a population that has the will, ability, and willingness to contribute to achieving organizational goals (Samsuni, 2017). In the field of population, the concept of human resources can be interpreted parallel to the concept of labor, which includes individuals who are actively working and individuals who are not actively working. Individuals who are actively working are also known as workers. Human resources (HR) refers to all aspects related to labor or employees in an organization. HR includes the individuals who work within the organization, including employees at various levels and departments.

HR involves the management and management of employees, including the process of recruitment, selection, training and development, performance appraisal, compensation and rewards, performance management, career development, talent management, and workforce planning. The main objective of human resource management is to ensure that the organization has qualified, motivated, and high-performing employees to achieve organizational goals effectively and efficiently.

Human resource management plays an important role in creating a good work environment, maintaining employee satisfaction and welfare, facilitating individual development and growth, promoting teamwork, and creating a positive organizational culture. Human resource management also deals with legal and policy aspects related to employment, justice, job security, and diversity.

In an increasingly competitive and dynamic era, the role of human resource management is becoming increasingly important in achieving competitive advantage. Managing human resources properly can help organizations optimize employee potential, improve organizational performance, maintain innovation excellence, and adapt to changes in the business environment. The human resource management approach continues to evolve with trends such as needs-based management, competency-based management, performance-based management, and a more strategic approach to human resource management.

METHODS

This study uses a qualitative approach to gain a deep understanding of the factors that influence organizational behavior at Unilever Companies. The qualitative method was chosen because it will enable the researcher to explore the perceptions, experiences, and views of employees and managers in depth. In-depth interviews were conducted with employees and managers at various levels within the Unilever organization. This interview focused on their experiences, perceptions, and views related to the factors that influence organizational behavior. The interviews were conducted with a structured question guide to ensure that the relevant topics were covered comprehensively. Apart from interviews, direct observations were also carried out in the Unilever work environment. Researchers observe interactions between individuals, team dynamics, and organizational culture that occur in the workplace. This observation helps in understanding the work context and seeing organizational behavior in real time.

The sample is part or representative and the number of existing characteristics in the population. Because the population is small then as the sample is the entire population, namely the public/employees as many as 43 people.



RESULTS AND DISCUSSION

There are some interesting results found in organizational analysis research behavior in the context of human resource management in Unilever Companies. To gain a deeper understanding, the researcher conducted in-depth interviews with several employees and managers at various levels in the organization. Following are some of the interview transcripts that reflect the results of the research:

Employee A: "I feel very motivated because the company gives us significant responsibility. We are entrusted with making important decisions and this gives us a sense of ownership of our work. In addition, the existing career development program allows us to grow and develop in organization."

Employee B: "Yes, I am very satisfied with my job here. We have a good working relationship with our colleagues and superiors. Effective communication and team support is very helpful. I also feel valued in my contributions, and this makes me more motivated to give my best."

Employee C: "Yes, I feel very attached to this company. There are many opportunities to provide input and participate in company initiatives. A clear career development program provides a clear direction for my career growth at this company. I feel that the company cares about our employees and we as a team are dedicated to achieving a common goal."

Manager A: "The work culture at Unilever is highly collaborative and inclusive. Our employees are encouraged to share new ideas and collaborate with the team. A culture of innovation is highly promoted, and employees are given the freedom to come up with creative ideas. This creates a work environment that inspires and motivates us to innovate. "

From the interview transcripts, it can be seen that employees at Unilever Companies feel high motivation, good job satisfaction, strong organizational commitment, and a collaborative work culture. This evidence confirms research findings that these factors play an important role in influencing organizational behavior at Unilever Companies.

First, it appears that employees at Unilever Companies feel a high level of motivation. They feel motivated because they are given significant responsibility and trust to make important decisions. In addition, a clear career development program provides them with opportunities to grow and develop within the organization. This shows that motivational factors play an important role in influencing employee behavior at Unilever Companies.

Second, employee job satisfaction at Unilever Companies appears to be high. They have good working relationships with colleagues and superiors and feel valued for their contributions. Effective communication and team support are also important factors in increasing job satisfaction. With high job satisfaction, employees tend to be more motivated and perform well.

Third, employees at Unilever Companies demonstrate strong organizational commitment. They feel bound and dedicated to achieving organizational goals. A clear career development program, opportunities to provide input, and an inclusive work culture contribute to a high level of commitment. These factors play an important role in retaining committed and loyal employees in the organization.



Finally, the work culture at Unilever Companies is described as collaborative and inclusive. Employees feel encouraged to share ideas, collaborate with teams, and participate in company initiatives. A culture of innovation is also promoted, which creates an inspiring work environment. This positive work culture influences employee behavior and encourages creativity and innovation.

Table 1. All Employees Must Carry Out Innovation Activities to Increase

No	Statement	Frequency	percentage
1	Strongly agree	25	58%
2	Agree	15	35%
3	Simply agree	3	7%
4	Disagree		-
5	Strongly disagree		-
	Total	43	100%

Source: Samsuni, 2017

Based on the table above, it can be concluded that states strongly agree that all employees must carry out activities and innovation to increase company profits by 25 people

(58%) who agreed that 15 people (35%) agreed and stated that they quite agreed as many as 3 people (7%) disagreed as much as (0%) while those who strongly did not agree as much as 0%. This states that employees strongly agree that all employees must perform innovation activities to increase company profits.

Based on this evidence, it can be concluded that factors such as motivation, job satisfaction, organizational commitment, and collaborative work culture play an important role in influencing organizational behavior in Unilever companies. Understanding and managing these factors effectively can have a positive impact on organizational performance and success.

CONCLUSION

Overall, organizational analysis behavior in the context of human resource management at the Unilever Company shows that factors such as motivation, job satisfaction, organizational commitment, and collaborative work culture play an important role in influencing the behavior of individuals and groups within the organization. In this study, it was found that employees at Unilever Companies feel high levels of motivation, good job satisfaction, strong organizational commitment, and a collaborative work culture. The evidence indicates that understanding and effectively managing these factors can contribute to the creation of a productive, collaborative, and innovative work environment.

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