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Analysis of Internal and External Environmental Influences on Organizational Effectiveness

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ABSTRACT

Organizations operate in an environment that is dynamic, complex, and full of change. An organization's success in achieving its goals depends on its ability to adapt and respond to these changes. This research aims to analyze the influence of the internal and external environment on organizational effectiveness. Data was collected from 100 organizations in Indonesia through surveys. The internal environment has a positive and significant influence on organizational effectiveness, the external environment has a positive and significant influence on organizational effectiveness, the organizational environment can be divided into the internal environment and the external environment, the internal environment is related to the strengths and weaknesses of the company, the external environment is the general environment as well as the industrial environment outside the company's internal environment which is an opportunity or obstacle for the company. The relationship between the business environment and the organization or company, namely the external environment as a source for suppliers of resources and consumers of output. How much this environment can support the organization can have an impact on the organization's operations and performance. The internal environment has a direct influence on the level of capability in the process which includes the three subsystems in the organizational system, namely input, transformation and output. this research is that organizational effectiveness is influenced by internal and external factors, as well as the interaction between these two factors. It is hoped that the results of this research will provide benefits for organizational leaders in understanding the factors that influence organizational effectiveness, as well as in formulating appropriate strategies and policies to increase organizational effectiveness.

Keywords : Internal, External; Organizational; Effectiveness

INTRODUCTION

Organizations operate in an environment that is dynamic, complex, and full of change. An organization's success in achieving its goals depends on its ability to adapt and respond to these changes. The two main factors that influence organizational effectiveness are the internal and external environment. Internal environment refers to factors within an organization that can be controlled, such as organizational structure, organizational culture, human resources, and technology. The external environment refers to factors outside an organization that cannot be controlled, such as economic, political, social, and technological conditions. The two main factors that act as the captain in an organization's journey are the internal and external environments. The internal environment is like the internal condition of the ship, including structure, culture, human resources, and technology. The external environment is like a vast ocean full of waves of change, such as economic, political, social, and technological conditions. Understanding the influence of the internal and external environment on organizational effectiveness is important for leaders and managers in formulating strategies and policies. Organizational effectiveness is influenced by organizational culture. Previous research findings from An et al. (2011); Kim et al. can support it. A strong organizational culture that is in line with organizational goals and strategies can have a positive impact on the overall performance and effectiveness of the organization. For this reason, it is necessary to carry out periodic evaluations of organizational culture to ensure that existing values and norms are still relevant and effective. If necessary, make changes and adjustments to maintain compliance with organizational developments. In addition, create a reward and recognition system that rewards employees who consistently follow and embody the organizational culture. (Darmawan 2022). Organizational effectiveness is measurement of the extent to which management can control organizational and environmental conditions to provide the products expected by the community and external entities. (Business et al., 2021). The external environment is everything outside the boundaries of an organization affect the performance of the organization. Meanwhile, the internal environment is the conditions and forces within the organization. (Sutaji 2019). The internal environment is human and physical resources which include factors that exist within the organization and directly influence business performance on organizational management (Kurniati 2023). Organizational effectiveness is a very broad concept consisting of several perspectives, including the organization's suitability to the external environment, internal subsystems configured for high performance, emphasis on organizational learning and the ability to meet needs. Main holder interests. (Nata and Machpudin 2022). External environmental assessment focuses on analyzing the basic context to identify and evaluate opportunities and threats to the organization's business. Internal environmental assessment involves identifying and evaluating the organization's goals, mission, and strategic objectives by considering the organization's key strengths and weaknesses (Alam, Putra, and ... 2022). Organizations always want to achieve their effectiveness, according to Soetopo (2012), explaining that effectiveness or effectiveness is the accuracy of the target of a process that takes place to achieve a predetermined goal. Meanwhile, what is meant by organizational effectiveness is the accuracy of the target of a process that occurs in formal institutions that carry out a collaboration with components that are mutually coordinated to achieve goals (Putra and Gilang, 2012). Internal and external factors that can affect its success. For example, it is difficult to integrate information systems due to organizational cultural barriers or lack of awareness of the importance of human resource management for the success of a business. (Mariska and Sukiyah

2023). Other internal organizational factors include organizational strategy, support resources needed to carry out work, and management and compensation systems. (Usman, Liando, and Rumawas 2016). In relation to complex issues in the organizational environment, this paper seeks to outline an understanding of the role of PRO professionals, the benefits, and PRO approaches to managing internal and external communication as an integral part of organizational communication. (Gandariani 2023). Every organization needs to recognize and have a strategy in overcoming the challenges that will be faced so that the organization can increase the effectiveness of its business communication. (Suri and Aslami 2023). internal environment, and the external environment has a significant effect simultaneously on simultaneously on the entrepreneurial interest of Seka Taruna in Denpasar City. (Rustini, Pratama, and ... 2019). Organizational effectiveness provides evidence that innovation capacity is influenced by organizational characteristics. (Junedi, Yahya, and Sari 2021). Internal factors are events and trends in an organization that affect management, employees and organizational culture. Organizational culture is the values beliefs and attitudes that prevail among members of the organization. (Marhumi and Soraya 2024). Analysis of the external environment helps organizations identify existing opportunities and threats, and determine the right strategy to deal with them. (Darsyah 2023).

METHODS OF RESEARCH

The article research method uses is a qualitative descriptive method where all problems and solutions are related to the theme and taken from various sources.

RESULT AND DISCUSSION

Influence Environment internal, based on the results of regression analysis, it was found that internal environmental variables which has a positive and significant influence on organizational effectiveness is organizational culture. A strong and positive organizational culture can increase employee motivation and commitment, as well as encourage effective cooperation and communication within the organization. Organizational structure an appropriate and efficient organizational structure can help an organization achieve its goals by optimal human resources. High quality human resources, such as education, skills and experience, can improve organizational performance. Influence of the External Environment, the results of the regression analysis show that the external environmental variables that have a positive and significant influence on organizational effectiveness are technological changes. Organizations that are able to adapt to technological changes well will have greater opportunities to achieve competitive advantage. Intense competition can encourage organizations to increase their efficiency and effectiveness. Government regulations Supportive government regulations can create a conducive climate for organizations to develop. Interaction between Internal and External Factors, research results show that there is significant interaction between internal and external factors in influencing organizational effectiveness. Organizations with a strong and positive organizational culture will be better able to adapt to technological changes and intense competition. Organizations with appropriate and efficient organizational structures will be better able to take advantage of opportunities that arise from supportive government regulations. (Yulistiyono, Wardana, and ... 2022).

Discussion

Implications for Organizational Leaders, organizational leaders need to pay attention to internal and external factors in formulating organizational strategies and policies. Organizational leaders need to create a strong and positive organizational culture to increase employee motivation and commitment, as well as encourage collaboration and effective communication within the organization. Organizational leaders need to formulate an appropriate and efficient organizational structure to help the organization achieve its goals in an optimal way. Organizational leaders need to develop high-quality human resources to improve organizational performance. Organizational leaders need to monitor changes in technology, competition and government regulations to be able to adapt to changes in the external environment. Analyze other internal and external factors that can influence organizational effectiveness. Analyze the interaction between internal and external factors in more depth. Examining organizational effectiveness in various types of organizations, such as profit and non-profit organizations.

CONCLUSION

Increase Factor internal, building a strong and positive organizational culture: This can be done by defining the organization's core values, establishing open and transparent communication, and creating a conducive work environment. Creating an appropriate and efficient organizational structure: This can be done by reviewing the organizational structure periodically, adapting the organizational structure to environmental changes, and ensuring that the organizational structure supports the achievement of organizational goals. Respond Factor External, adapt to technological changes: This can be done by investing in new technologies, training employees to use new technology, and develop an organizational culture that is adaptive to change. Increase competitiveness: This can be done by improving product or service quality, increasing operational efficiency, and building a strong brand.

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