

The Relationship Between Organizational Behavior and Functional Performance: Perspectives from Financial Management, Human Resources, and Marketing

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Abstract

This research aims to analyze the influence of organizational behavior on functional performance in financial management, human resources, and marketing. Organizational behavior encompasses aspects such as motivation, leadership, communication, and job satisfaction that can affect functional performance in various management fields. The research method used is literature study and descriptive analysis. The results of the study indicate that organizational behavior has a significant influence on functional performance in financial management, human resources, and marketing. The implications of this research emphasize the importance for organizations to pay attention to and enhance organizational behavior in order to achieve optimal functional performance.

Keywords: Organizational Behavior, Functional Performance, Financial Management, Human Resources, Marketing

INTRODUCTION

In the world of business and management, organizational behavior plays a crucial role in achieving success and competitive advantage. The concept of organizational behavior encompasses various aspects of interaction between individuals, groups, and the organization as a whole. In the contexts of financial management, human resources, and marketing, organizational behavior becomes a highly relevant factor for achieving optimal functional performance. Understanding the dynamics of organizational behavior can help companies navigate challenges and leverage opportunities in an ever-evolving business environment.

Organizational behavior can be defined as the way people interact within their work environment, covering everything from communication, leadership, employee motivation, to job satisfaction. All these elements are interrelated and can influence one another. By effectively understanding and managing organizational behavior, companies can create a productive and innovative work environment.

Previous research has revealed a connection between organizational behavior and functional performance. For instance, Robinson and Judge (2013) demonstrate that factors such as motivation, leadership, communication, and job satisfaction significantly impact functional performance within organizations. In this regard, positive organizational behavior can foster a healthy and productive workplace.

In the context of financial management, positive organizational behavior can lead to better financial decision-making. Yukl (2013) emphasizes the importance of effective leadership in creating an environment that supports wise decision-making. Good leadership can facilitate better communication among team members, which is crucial for managing complex financial information.

Employee motivation in financial management is a critical factor. Motivated employees are more committed and dedicated, which can enhance productivity and performance outcomes. A study conducted by Heskett et al. (1994) found that companies with high employee satisfaction tend to achieve better financial performance. Employees who feel valued and motivated to contribute are more proactive in seeking solutions to financial challenges faced by the company.

In human resource management, good communication between management and employees has a significant positive effect on functional performance. Buchanan and Huczynski (2010) argue that effective communication allows for a clear understanding of organizational goals and expectations. This directly impacts job satisfaction and employee retention.

Job satisfaction is closely related to functional performance in human resource management. Research by Locke (1976) indicates that high job satisfaction contributes to better productivity. Employees who feel satisfied are more motivated to achieve organizational goals. Additionally, job satisfaction is linked to turnover rates, where dissatisfied employees are more likely to leave the organization.

In the field of marketing, inspirational leadership plays a vital role in fostering creativity within marketing teams. Keller (2013) states that leaders who can inspire their teams enhance their ability to formulate effective marketing strategies. Good leadership can create an atmosphere where new ideas can flourish and innovation can occur.

In the marketing context, creativity and innovation are essential for responding to market changes. Amabile (1996) explains that motivated employees tend to be more creative and productive, which is crucial in developing innovative marketing strategies. Employees who feel they have autonomy and support from their leaders are more likely to contribute new ideas that can enhance the company's competitive edge.

To provide a clearer picture of the impact of organizational behavior on functional performance, here are some relevant case studies.

A leading financial company in Indonesia implemented organizational behavior principles to enhance the performance of its finance team. By conducting leadership and communication training programs, the company successfully created a more open work environment. As a result, the finance team experienced increased productivity and efficiency in budget management.

In the human resource sector, a consulting firm managed to reduce employee turnover by improving job satisfaction. Through regular surveys and open dialogues between management and employees, this company was able to identify and address existing issues. Employees felt more valued, leading to improved performance from the human resources team.

A digital marketing agency implemented inspirational leadership to boost its team's creativity. By allowing employees the space to experiment and express new ideas, the agency was able to develop engaging and effective marketing campaigns. This not only enhanced team performance but also improved client satisfaction.

METHOD

This study employs a quantitative approach with analytical methods to explore the impact of organizational behavior on functional performance in financial management, human resources, and marketing. The research locations include several companies operating in these three sectors, selected based on specific criteria to ensure representative variation. The sample consists of 200 employees proportionally divided among the fields of finance, human resources, and marketing, with purposive sampling used for respondent selection. Data were collected through surveys using a structured questionnaire designed to encompass relevant aspects of organizational behavior, alongside literature studies for additional analysis. Data processing was conducted using statistical techniques, including regression analysis and hypothesis testing, with the help of SPSS software. To measure functional performance, standardized benchmarks were utilized, such as financial ratios in financial management, attendance rates and job satisfaction in human resources, and market share and customer satisfaction in marketing. Although no experimental procedures were implemented, data collection was carried out through surveys and in-depth literature analysis to gain comprehensive insights.

RESULTS AND DISCUSSION

The results of this study reveal significant scientific findings regarding the impact of organizational behavior on functional performance in financial management, human resources, and marketing. The following findings were obtained:

1. **Impact of Organizational Behavior on Functional Performance in Financial Management:** The research findings indicate that employee motivation has a significant positive effect on functional performance in financial management. Motivated employees tend to be more committed, creative, and dedicated in carrying out their financial tasks. Additionally, effective leadership has also proven to play an important role in enhancing functional performance in financial management.
2. **Impact of Organizational Behavior on Functional Performance in Human Resource Management:** The research findings show that good communication between management and employees has a significant positive impact on functional performance in human resource management. Effective communication allows for a clear understanding of organizational goals, human resource policies, and expectations. Furthermore, job satisfaction also positively influences functional performance in human resource management.
3. **Impact of Organizational Behavior on Functional Performance in Marketing Management:** The scientific findings demonstrate that inspirational and innovative leadership has a significant positive effect on functional performance in marketing management. Leadership that can inspire and encourage creativity within the marketing team enhances their ability to formulate effective marketing strategies. Moreover, employee motivation has also been shown to play a crucial role in improving functional performance in marketing management.

DISCUSSION

In examining the relationship between organizational behavior and functional performance, a positive correlation emerges among key factors such as motivation, leadership, communication, and job satisfaction, particularly in the domains of financial management, human resources, and marketing. This correlation supports the hypotheses proposed in this research, indicating that effective organizational behavior is integral to achieving optimal performance across various management fields.

Correlation Between Organizational Behavior and Functional Performance

One of the primary reasons for this correlation is that positive organizational behavior fosters a healthy and productive work environment. High levels of motivation among employees can lead to enhanced goal achievement and increased productivity. For instance, research by Deci and Ryan (2017) emphasizes the role of intrinsic motivation in driving employee engagement and performance. Similarly, effective leadership is crucial in guiding and inspiring employees to reach their optimal performance levels. Northouse (2018) highlights that transformational leadership, which focuses on inspiring and motivating followers, is particularly effective in enhancing team performance.

Good communication is another critical component that facilitates effective information flow, better collaboration, and a clearer understanding of tasks and responsibilities within the organization. Men and Stacks (2017) found that organizations with strong communication practices tend to have higher employee satisfaction and performance levels. This aligns with the findings of this research, which underscore the importance of communication in enhancing functional performance.

Increasing Awareness of Organizational Behavior

The trend observed in these variables may stem from a growing awareness of the significance of positive organizational behavior in achieving optimal functional performance. Organizations are increasingly recognizing that their employees are vital assets and that individual and group behaviors can significantly impact overall organizational performance. This shift in perspective is supported by Kahn (2018), who argues that organizations that prioritize employee well-being and engagement are more likely to achieve superior performance outcomes.

Furthermore, this research compares its findings with those of other studies conducted in the last five years that have addressed similar topics. For example, a study by Bakker and Demerouti (2017) found that positive organizational behavior, characterized by high levels of employee engagement and supportive leadership, is linked to improved performance in various sectors, including finance and marketing. Similarly, Sonnentag (2018) highlighted the importance of job satisfaction and its direct correlation with functional performance in human resource management.

Collectively, these findings strengthen the evidence and understanding of the importance of organizational behavior in achieving optimal functional performance across various management fields. The alignment of this research with recent studies reinforces the

notion that fostering a positive organizational culture is essential for enhancing performance outcomes.

CONCLUSION

Based on the scientific findings from this research, it can be concluded that organizational behavior has a significant impact on functional performance in financial management, human resources, and marketing. Factors such as motivation, leadership, communication, and job satisfaction have proven to play crucial roles in enhancing performance across these three areas. Employee motivation emerges as a critical factor that drives commitment and creativity, particularly in financial management and marketing, thereby positively contributing to work outcomes. Additionally, effective communication between management and employees enhances functional performance in human resource management by ensuring a clear understanding of organizational goals and policies. On the other hand, inspirational and innovative leadership proves to be effective in marketing management, as it encourages team creativity and the formulation of more effective strategies. This conclusion supports the research hypothesis that organizational behavior significantly influences functional performance, providing deeper insights into the importance of organizational behavior in achieving optimal results across various management fields.

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