ABSTRACT

Business Ethics Analysis at PT Astra International, Tbk

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Importance of ethics in the business world is superlative and global. New trends and issues arise on a daily basis which may create an important burden to organizations. As multinational companies expand globally and enter foreign market, ethical conduct of the officers and employees assume added importance since the very cultural diversity associated with such expansion may undermine the much shared cultural and ethical values observable in the more homogenous organizations. Good Corporate Governance is a must for now. Astra International is one of the multinational companies which has done business ethics for almost 21 years and it makes companies survive until now and become one of leader companies in Indonesia. Because of that reason, author interested to analyze Astra International business ethics.

This research is a case study employing quantitative and qualitative methods. Data collected through interview, observation and document study. Data is analyzed using descriptive statistics, gap analysis, index scoring, Thurstone analysis, Kruskal Wallis analysis, and Mann Whitney analysis.

The results of this research show that there is a gap between manager and staff perceptions in Astra International (AI) in both condition, business ethics and organization culture, although companies still make a compromise with that situation. For etiquette at work, most people surveyed felt that most people learned the etiquette rules of work from observing others at work and they feel that workplace etiquette rules and ethical code of conduct should be broken in situation of conflict or confrontations.

Keywords: business ethics, Astra International, Good Corporate Governance (GCG).