

ABSTRACT

This study aims to portray the intrapreneurial behaviour of employees at the credit card branch of Bank Central Asia, Kantor Fungsional Perbankan Transaksi (KFPT) Semarang. Since intrapreneurial behaviour occurs within the organization, it is relevant to examine which factors in the organization can stimulate intrapreneurial behaviour. As there have been limited studies into how job characteristics may affect intrapreneurial behaviour, this study will in-depth analyse which uses qualitative case study methodology. As additional data, there was gathered questionnaire with a Likert scale regarding employee intrapreneurial behaviour level. The qualitative data was collected with in-depth interviews in snowball or chain sampling to identify cases that are rich in information about a specific subject. Conclusively, the researcher seeks to interpret the meaning of the results and findings.

Based on the results of this research, employees' job characteristics as the antecedents were expected to affect employees' intrapreneurial behaviour in the way the employees do the work task and behave. The results of the additional data show that KFPT employees have quite high intrapreneurial behaviour. Therefore, it could be seen from the interviews, how the job design that has been made by the company has led to behaviour that exhibits innovative behaviour in employees which can be linked to employee intrapreneurial behaviour. According to the findings, the more of the characteristics regarding autonomy, skills, problem-solving and networking perceived in employee job design, the more intrapreneurial behaviour will exhibit. It is important to note, that the job characteristics differ in terms of their strengths in terms of intrapreneurial behaviour. The application of these job characteristics will be different in the office even though within PT. Bank Central Asia.

Keywords: intrapreneurial behaviour, intrapreneurship, job characteristics