

ABSTRACT

This thesis aims to examine the effect of work motivation and organization culture on organizational commitment and its impact on employee performance at Agro Mandiri Semesta Group employees. Design research is explanatory research the author did. This research approach is a quantitative approach through the method of data collection using surveys or questionnaires. The sample was an employee of Agro Mandiri Semesta Group totally 160 respondents. Research using analysis of Structural Equation Model (SEM) that run through AMOS software in seeing the influence of exogenous variables on endogenous variables. The results showed that work motivation in a positive and significant effect on organizational commitment, organizational culture is a positive and significant effect on organizational commitment, work motivation is not positive and significant effect on employee performance, organizational culture is a positive and significant effect on employee performance, and organizational commitment is positively and significantly influence the employee performance. Work motivation through organizational commitment has positive influence on employee performance. With the results of this research is that motivation and organizational culture is significant effect to increase employee organizational commitment. Moreover, the results found that organizational commitment is significant effect to improve employee performance. Other findings are employee performance can be increased due to work motivation through increased organizational commitment as well.

Keywords: *employee performance, organizational commitment, work motivation, organizational culture.*

ABSTRAK

Tesis ini bertujuan untuk menguji pengaruh motivasi kerja dan budaya organisasai terhadap komitmen organisasional serta dampaknya terhadap kinerja karyawan Agro Mandiri Semesta Group (AMS Group). Desain penelitian yang digunakan adalah *explanatory research*. Pendekatan penelitian ini adalah pendekatan kuantitatif melalui metode pengumpulan data berupa survei atau pengisian kuesioner. Sampel penelitian adalah karyawan Agro Mandiri Semesta Group yang berjumlah 160 responden. Untuk melihat pengaruh variabel eksogen terhadap variabel endogen menggunakan analisis *Structural Equation Model* (SEM) yang dijalankan melalui perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa motivasi kerja berpengaruh secara positif dan signifikan terhadap komitmen organisasional, budaya organisasi juga berpengaruh secara positif dan signifikan terhadap komitmen organisasional, namun motivasi kerja tidak berpengaruh positif dan signifikan terhadap kinerja karyawan, sedangkan budaya organisasi berpengaruh positif dan signifikan terhadap kinerja karyawan, dan komitmen organisasional berpengaruh positif dan signifikan terhadap kinerja karyawan. Dari hasil penelitian dapat disimpulkan bahwa motivasi kerja dan budaya organisasi berpengaruh terhadap komitmen organisasional karyawan. Selain itu ditemukan juga hasil penelitian dimana variabel komitmen organisasional berpengaruh terhadap kinerja karyawan. Temuan lainnya adalah variabel motivasi kerja dapat mempengaruhi kinerja karyawan melalui komitmen organisasional.

Kata kunci: kinerja karyawan, komitmen organisasional, motivasi kerja, budaya organisasi.