

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis hubungan keterlibatan karyawan, budaya organisasi, dan komitmen organisasi terhadap kinerja karyawan pada PT Pupuk Iskandar Muda. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang disebarakan kepada sejumlah responden karyawan. Data dianalisis menggunakan regresi linier berganda untuk mengetahui pengaruh parsial maupun simultan antarvariabel. Hasil penelitian menunjukkan bahwa keterlibatan karyawan berpengaruh positif dan signifikan terhadap kinerja karyawan. Budaya organisasi juga memberikan pengaruh positif signifikan terhadap peningkatan kinerja. Selain itu, Komitmen organisasi terbukti berperan penting dalam mendorong kinerja yang lebih optimal. Secara simultan, ketiga variable tersebut berpengaruh positif dan signifikan terhadap kinerja karyawan, sehingga dapat disimpulkan bahwa semakin tinggi keterlibatan, budaya, dan komitmen organisasi, maka semakin tinggi pula kinerja karyawan. Penelitian ini diharapkan dapat menjadi masukan bagi manajemen PT Pupuk Iskandar Muda dalam merumuskan strategi peningkatan kinerja melalui penguatan keterlibatan karyawan, pengembangan budaya organisasi, serta peningkatan komitmen organisasi.

Kata Kunci: keterlibatan karyawan, budaya organisasi, komitmen organisasi, kinerja karyawan

ABSTRACT

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Title : *The Relationship Between Employee Engagement, Organizational Culture, and Organizational Commitment Towards Employee Performance at PT Pupuk Iskandar Muda*

This study aims to analyze the relationship between employee engagement, organizational culture, and organizational commitment on employee performance at PT Pupuk Iskandar Muda. The research employed a quantitative approach using a survey method through questionnaires distributed to selected employees. Data were analyzed using multiple linear regression to examine both partial and simultaneous effects among variables. The results show that employee engagement has a positive and significant effect on employee performance. Organizational culture also has a positive and significant impact on improving performance. Furthermore, organizational commitment plays an important role in enhancing optimal performance. Simultaneously, the three variables have a positive and significant influence on employee performance, indicating that higher levels of engagement, culture, and commitment lead to better employee performance. This study is expected to provide valuable insights for the management of PT Pupuk Iskandar Muda in formulating strategies to improve performance through strengthening employee engagement, developing organizational culture, and enhancing organizational commitment.

Keywords: employee engagement, organizational culture, organizational commitment, employee performance