

ABSTRACT

ARSWENDY EBIZAR

00000019621

THE INFLUENCE OF ORGANIZATIONAL CULTURE, LEADERSHIP STYLE, AND MOTIVATION ON EMPLOYEE PERFORMANCE AT PT GOLDEN COMMUNICATION, LANGSA

(xvii+96 pages; 7 figures; 32 tables)

PT Golden Communication is the second GSM cellular telecommunication operator in Indonesia. The phenomenon in this company is the decrease in the employee performance due to work behaviour and work result were not in accordance with the standard set by PT Golden Communication, Langsa.

This research uses the theories about organizational culture, leadership style, motivation and their influence on employee performance. The framework of this research is to find out the relationship between organizational culture, leadership style, motivation and employee performance.

The type of this research is quantitative, descriptive, and causal. The population size is 34 employees, the sample used saturated sampling which amounted to 34 respondents.

Based on research result, the multi linear regression showed equation of $Y = 0.450 + 0.667 X_1 - 0.317 X_2 + 0.549 X_3$. It means that variable organizational culture and motivation have a straight relationship to employee performance. But, variable leadership style has a negative relationship to employee performance. Organizational culture significantly affects the employee performance, but leadership style and motivation do not affect the employee performance at PT Golden Communication, Langsa.

The company is recommended to further instill in employees a sense of belonging to the company, to build a good relationship with the employees, to create a good working condition in the office, and always monitor the employees in doing the assigned tasks.

**Keywords : Organizational Culture, Leadership Style, Motivation, Employee Performance,
PT Golden Communication.**

References: 21 (2016-2020)

ABSTRAK

ARSWENDYEBIZAR

00000019621

PENGARUH BUDAYA ORGANISASI, GAYA KEPEMIMPINAN, DAN MOTIVASI TERHADAP KINERJA KARYAWAN PADA PT GOLDEN COMMUNICATION, LANGSA

(xvii+96 halaman; 7 gambar; 32 tabel;)

PT Golden Communication adalah operator telekomunikasi seluler GSM kedua di Indonesia. Fenomena di perusahaan ini adalah penurunan kinerja karyawan karena perilaku kerja dan hasil kerja tidak sesuai dengan standard yang ditetapkan oleh PT Golden Communication Langsa.

Penelitian ini menggunakan teori-teori tentang budaya organisasi, gaya kepemimpinan, motivasi dan pengaruhnya terhadap kinerja karyawan. Kerangka penelitian ini untuk mengetahui hubungan antara budaya organisasi, gaya kepemimpinan, motivasi dan kinerja karyawan.

Jenis penelitian ini adalah deskriptif, kuantitatif, dan kausal. Besar populasi 34 karyawan, sampel menggunakan sampling jenuh yang berjumlah 34 responden.

Berdasarkan hasil penelitian, regresi linier berganda menunjukkan persamaan $Y = 0,450 + 0,667 X_1 - 0,317 X_2 + 0,549 X_3$. Artinya variabel budaya organisasi dan motivasi berhubungan langsung dengan kinerja pegawai. Namun, variabel gaya kepemimpinan memiliki hubungan negatif dengan kinerja pegawai. Budaya organisasi berpengaruh signifikan terhadap kinerja karyawan, namun gaya kepemimpinan dan motivasi tidak berpengaruh signifikan terhadap kinerja karyawan pada PT Golden Communication Langsa.

Perusahaan disarankan untuk lebih menanamkan pada karyawan rasa memiliki terhadap perusahaan, membangun hubungan yang baik dengan karyawan, menciptakan kondisi kerja yang baik di kantor, dan selalu memantau karyawan dalam melakukan tugas yang diberikan.

Kata Kunci: *Budaya Organisasi, Gaya Kepemimpinan, Motivasi, Kinerja Karyawan, PT Golden Communication.*

References: 21 (2016-2020)