

## ABSTRAK

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### **PENGARUH MOTIVASI KERJA, KEPUASAN KERJA DAN BUDAYA ORGANISASI TERHADAP KOMITMEN ORGANISASI PT MDH DI JAKARTA**

(xv + 93 halaman; 3 gambar; 20 tabel; 10 lampiran)

Penelitian bertujuan untuk mengevaluasi pengaruh motivasi kerja, kepuasan kerja, dan budaya organisasi terhadap komitmen organisasi PT. MDH. Metode penelitian yang digunakan adalah kuantitatif dengan analisis *Structural Equation Modeling (SEM)* melalui pendekatan *Partial Least Square (PLS)*. Populasi penelitian mencakup seluruh karyawan tingkat staff hingga senior manajer di PT. MDH sebanyak 70 orang, dengan teknik total sensus *sampling*. Hasil penelitian menunjukkan bahwa motivasi kerja berpengaruh positif pada komitmen organisasi, kepuasan kerja juga memiliki pengaruh positif pada komitmen organisasi. Budaya organisasi tidak berpengaruh positif terhadap komitmen organisasi, motivasi kerja, kepuasan kerja, dan budaya organisasi memiliki pengaruh positif dan signifikan terhadap komitmen organisasi pada karyawan PT MDH secara simultan. Implikasi manajerial yang terdapat dalam penelitian ini pimpinan PT. MDH perlu memperhatikan motivasi kerja dan kepuasan kerja karyawan karena kedua variabel tersebut berpengaruh positif terhadap komitmen karyawan sehingga kedepannya tidak terjadi penurunan tingkat komitmen organisasi yang dimiliki karyawan di perusahaan.

Referensi : 49 (2014-2023)

Kata kunci : Motivasi kerja, kepuasan kerja, budaya organisasi, komitmen organisasi

## **ABSTRACT**

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***THE INFLUENCE OF WORK MOTIVATION, JOB SATISFACTION AND ORGANIZATIONAL CULTURE ON THE ORGANIZATIONAL COMMITMENT OF PT MDH IN JAKARTA***

*(xv + 93 pages; 3 figures; 20 tables; 10 appendices)*

*The research aims to evaluate the influence of work motivation, job satisfaction, and organizational culture on PT's organizational commitment. MDH. The research method used is quantitative with Structural Equation Modeling (SEM) analysis using the Partial Least Square (PLS) approach. The research population includes all staff level employees up to senior managers at PT. MDH consisted of 70 people, using a total census sampling technique. The research results show that work motivation has a positive influence on organizational commitment, job satisfaction also has a positive influence on organizational commitment. Organizational culture does not have a positive effect on organizational commitment, work motivation, job satisfaction, and organizational culture has a positive and significant effect on organizational commitment in PT MDH employees simultaneously. The managerial implications contained in this research are the leaders of PT. MDH needs to pay attention to employee work motivation and job satisfaction because these two variables have a positive effect on employee commitment so that in the future there will be no decrease in the level of organizational commitment of employees in the company.*

*Reference : 49 (2014-2023)*

*Keywords : Work motivation, job satisfaction, organizational culture, organizational commitment*