

ABSTRAK

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Pengaruh *Organizational Culture*, *Big Data* Terhadap *Employee Performance* yang Dimediasi Oleh *Organizational Support* Pada PT XYZ yang Bergerak di Industri Penjualan Kebutuhan Pokok.

(xiv + 99 halaman ; 18 tabel ; 4 gambar ; 5 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Organizational Culture* dan pemakaian *Big Data* terhadap *Employee Performance* dengan *Organizational Support* sebagai variabel mediasi. Studi dilakukan di PT XYZ, perusahaan yang bergerak di industri distribusi kebutuhan pokok seperti beras, telur, buah-buahan, dan sayuran, dengan melibatkan 90 karyawan sebagai sampel. Penelitian ini menggunakan pendekatan kuantitatif, dengan pengumpulan data melalui kuesioner berbasis skala Likert 1–5. Analisis data dilakukan menggunakan metode *Partial Least Squares Structural Equation Modelling* (PLS-SEM) untuk menguji hubungan langsung dan tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa hipotesis pengaruh *Big Data* terhadap *Organizational Support* tidak didukung, sedangkan pengaruh *Organizational Culture* terhadap *Organizational Support* didukung. Hipotesis pengaruh *Organizational Support* terhadap *Employee Performance* juga tidak didukung. Namun, pengaruh langsung *Big Data* terhadap *Employee Performance* dan *Organizational Culture* terhadap *Employee Performance* menunjukkan hasil yang signifikan. Hipotesis mediasi *Big Data* melalui *Organizational Support*, serta mediasi *Organizational Culture* melalui *Organizational Support* terhadap *Employee Performance*, keduanya tidak didukung. PT XYZ disarankan untuk meningkatkan komunikasi dan kolaborasi pimpinan untuk mengoptimalkan dukungan organisasi, sekaligus menjaga penerapan budaya perusahaan secara konsisten guna meningkatkan kenyamanan dan kinerja karyawan.

Kata kunci: Budaya organisasi, *Big Data*, dukungan organisasi, kinerja karyawan, industri kebutuhan pokok.

Referensi: 40 (2012-2024)

ABSTRACT

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The Influence of Organizational Culture and Big Data on Employee Performance Mediated by Organizational Support at PT XYZ in the Consumer Goods Sales Industry.

(xiv + 99 pages ; 18 tables ; 4 figures; 5 appendices)

This study investigates the impact of Organizational Culture and Big Data utilization on Employee Performance, with Organizational Support as a mediating variable. The research was conducted at PT XYZ, a company in the essential goods distribution sector, involving 90 employees using a quantitative approach. Data were collected through a 5-point Likert scale questionnaire and analyzed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method. The findings indicate that Big Data does not significantly influence Organizational Support, while Organizational Culture positively affects Organizational Support. Additionally, Organizational Support does not significantly impact Employee Performance. However, Big Data and Organizational Culture have significant direct effects on Employee Performance. The mediating roles of Big Data and Organizational Culture through Organizational Support on Employee Performance are not supported. These results highlight the need for PT XYZ to enhance communication and collaboration among leaders to better utilize Big Data and improve organizational support. Moreover, consistently implementing organizational culture is crucial to foster a positive working environment and boost employee performance.

Keywords: Organizational Culture, Big Data, Organizational Support, Employee Performance, consumer goods industry.

Reference: 40 (2012-2024)