

ABSTRACT

This study aims to determine how much influence affective commitment and organizational culture have on the performance of employees of CV. Saung Knitting Binong Jati Bandung. CV. Saung Knitting Binong Jati Bandung is a knitting center in Bandung in the Binong Jati area. This study uses descriptive and verification methods, the sampling technique used is saturated sampling with a total sample of 60 respondents. Data collection techniques used were observation, interviews and distributing questionnaires. The data analysis method used is validity and reliability test, multiple linear regression analysis, multiple correlation analysis, and coefficient of determination.

Based on the analysis of the influence of commitment and organizational culture on employee performance simultaneously is 92.5%. While partially organizational culture has a greater influence than affective commitment because based on the calculation of culture affects employee performance by 74.4% while affective commitment affects employee performance by 18.1%.

Keywords: Affective Commitment, Organizational Culture and Employee Performance