

ABSTRACT

This research aims to determine the influence of emotional intelligence and personality on affective commitment in PT. Rawa Jaya Sumedang. The research method used was descriptive and verification method with a sample size of 50 respondents. The data collection techniques used were observation, interviews, and distributing questionnaires. The analytical method used is the Method of Successive Internal (MSI), multiple linear regression analysis, multiple correlation, coefficient of determination. The research results show that there is a positive and significant influence between emotional intelligence and personality on affective commitment in PT. Rawa Jaya Sumedang simultaneously reached 69.9%. Partially, the influence of emotional intelligence on affective commitment is 33.13%, the influence of personality on affective commitment is 36.70%. So it can be concluded that personality has a greater influence on affective commitment at PT. Rawa Jaya Sumedang.

Keywords: *Emotional Intelligence, Personality, Affective Commitment*