

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh self-confidence dan budaya organisasi terhadap motivasi kerja, serta dampaknya terhadap kinerja karyawan di PT Bio Farma (Persero) Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan sejumlah 95 karyawan sebagai responden. Data dikumpulkan melalui kuesioner yang mengukur tingkat self-confidence, persepsi terhadap budaya organisasi, motivasi kerja, dan kinerja karyawan. Analisis data dilakukan menggunakan teknik regresi berganda untuk melihat hubungan antara variabel-variabel tersebut. Hasil penelitian menunjukkan bahwa self-confidence dan budaya organisasi memiliki pengaruh positif dan signifikan terhadap motivasi kerja karyawan. Selain itu, motivasi kerja terbukti menjadi mediator yang signifikan dalam hubungan antara self-confidence dan budaya organisasi terhadap kinerja karyawan. Artinya, peningkatan self-confidence dan budaya organisasi yang positif dapat meningkatkan motivasi kerja, yang pada gilirannya meningkatkan kinerja karyawan.

Kata Kunci: *self-confidence*, budaya organisasi, motivasi kerja, kinerja karyawan, PT Bio Farma.

ABSTRACT

This study aims to analyze the effect of self-confidence and organizational culture on work motivation, and its impact on employee performance at PT Bio Farma (Persero) Bandung. This study uses a quantitative approach with a survey method involving a total of 95 employees as respondents. Data were collected through questionnaires that measured the level of self-confidence, perceptions of organizational culture, work motivation, and employee performance. Data analysis was conducted using multiple regression techniques to see the relationship between these variables. The results showed that self-confidence and organizational culture have a positive and significant influence on employee work motivation. In addition, work motivation proved to be a significant mediator in the relationship between self-confidence and organizational culture to employee performance. This means that an increase in self-confidence and a positive organizational culture can increase work motivation, which in turn improves employee performance.

Keywords: self-confidence, organizational culture, work motivation, employee performance, PT Bio Farma