

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi Jabatan, Budaya Organisasi, Motivasi Kerja dan Kinerja Karyawan (survei pada Perusahaan Umum Daerah Air Minum (PDAM) Tirta Meda Kabupaten Sumedang) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Promosi Jabatan, Budaya Organisasi, Motivasi Kerja terhadap Kinerja Karyawan. Besarnya pengaruh Promosi Jabatan, Budaya Organisasi, Motivasi Kerja terhadap Kinerja Karyawan secara simultan sebesar sebesar 86%. Secara parsial Promosi Pegawai berpengaruh sebesar 49,5%, sedangkan Budaya Organisasi 9% dan Motivasi Pegawai Sebesar berpengaruh sebesar 27,5%, sehingga dapat disimpulkan bahwa Promosi Pegawai, Budaya Organisasi, Motivasi Kerja memberikan pengaruh paling besar terhadap Kinerja Karyawan.

Kata kunci : Promosi Jabatan, Budaya Organisasi, Motivasi Kerja dan Kinerja Karyawan.

ABSTRACT

This study aims to determine the effect of Job Promotion, Organizational Culture, Work Motivation and Employee Performance (survey at the Regional Public Water Company (PDAM) Tirta Meda Sumedang Regency) simultaneously and partially. The research method used is a descriptive and verification method with a sample of 100 respondents. Testing of research instruments using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results of the study indicate that there is a positive and significant influence between Job Promotion, Organizational Culture, Work Motivation on Employee Performance. The magnitude of the influence of Job Promotion, Organizational Culture, Work Motivation on Employee Performance simultaneously is 86%. Partially, Employee Promotion has an effect of 49.5%, while Organizational Culture is 9% and Employee Motivation has an effect of 27.5%, so it can be concluded that Employee Promotion, Organizational Culture, Work Motivation have the greatest influence on Employee Performance.

Keywords: Job Promotion, Organizational Culture, Work Motivation and Employee Performance.