

**PERAN KOMITMEN ORGANISASI DALAM MEMEDIASI PENGARUH
KEPUASAN KERJA, BUDAYA ORGANISASI, DAN MOTIVASI
TERHADAP KINERJA KARYAWAN TELKOMSEL AUTHORIZED
PARTNER (TAP) DI INDRAGIRI HULU, INDRAGIRI HILIR DAN
KUANTAN SINGINGI**

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh peran komitmen organisasi dalam memediasi kepuasan kerja, budaya organisasi dan motivasi terhadap kinerja karyawan Telkomsel Authorized Partner di Indragiri Hulu, Indragiri Hilir dan Kuantan Singingi. Pendekatan metode penelitian yang digunakan adalah pendekatan deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa peningkatan kinerja karyawan dapat dilakukan dengan penerapan kepuasan kerja, terlaksananya budaya organisasi, adanya peningkatan motivasi serta meningkatnya komitmen organisasi. Penelitian ini juga berhasil menemukan efek mediasi dari komitmen organisasi antara kepuasan kerja, budaya organisasi dan motivasi terhadap kinerja karyawan Telkomsel Authorized Partner di Indragiri Hulu, Indragiri Hilir dan Kuantan Singingi. Hal ini menjelaskan bahwa secara langsung dan tidak langsung kepuasan kerja, budaya organisasi dan motivasi sangat berpengaruh terhadap kinerja karyawan melalui komitmen organisasi.

Keywords: Kepuasan kerja; budaya organisasi; motivasi; komitmen organisasi; kinerja karyawan.

***THE ROLE OF ORGANIZATIONAL COMMITMENT IN MEDIATING THE
INFLUENCE OF JOB SATISFACTION, ORGANIZATIONAL CULTURE,
AND MOTIVATION ON THE PERFORMANCE OF TELKOMSEL
AUTHORIZED PARTNER (TAP) EMPLOYEES IN INDRAGIRI HULU,
INDRAGIRI HILIR AND KUANTAN SINGINGI***

ABSTRACT

This research aims to examine the influence of the role of organizational commitment in mediating job satisfaction, organizational culture and motivation on the performance of Telkomsel Authorized Partner employees in Indragiri Hulu, Indragiri Hilir and Kuantan Singingi. The research method approach used is a quantitative descriptive approach. The research results show that improving employee performance can be done by implementing job satisfaction, implementing organizational culture, increasing motivation and increasing organizational commitment. This research also succeeded in finding the mediating effect of organizational commitment between job satisfaction, organizational culture and motivation on the performance of Telkomsel Authorized Partner employees in Indragiri Hulu, Indragiri Hilir and Kuantan Singingi. This explains that directly and indirectly job satisfaction, organizational culture and motivation greatly influence employee performance through organizational commitment.

Keywords: Job satisfaction; organizational culture; motivation; organizational commitment; employee performance.