

## **ABSTRACT**

Shinta Angelina Gunawan, 19101155310089, *Department of Management in 2019. The Influence of Individual Characteristics and Motivational Leadership and Employee Performance with Organizational Commitment as an internal variable at the Padang City Trade Service, under the guidance of Mr. M. Afuan, S.E, M.M. and Mrs. Della Asmaria Putri, S.E., M.M.*

*This study aims to determine how much influence Individual Characteristics, and Work Motivation have on Employee Performance with Organizational Commitment as Intervening Variables at the Padang City Trade Office. The method used is Structural, Equation Modeling (SEM) with Partial Least Square (PLS) 3.0 by distributing questionnaires to 76 respondents.*

*The result of the data analysis concluded, there was a positive and significant influence between the Individual Characteristics variable and the Organizational Commitment variable. There was a positive and significant influence between the Work Motivation variable and the Organizational Commitment variable. There was a positive and significant influence between the Individual Characteristics variable and Employee Performance variables. There was a positive and significant influence between variable Work Motivation on Employee Performance variables. There is a negative and insignificant effect between the Organizational Commitment variable and the Employee Performance variable. There is a negative and insignificant influence between individual characteristics variables on Employee Performance through Organizational Commitment. There is an influence between the variable Work Motivation on Employee Performance through Organizational Commitment.*

***Keywords : Individual Characteristics, Work Motivation, Employee Performance and Organizational Commitment.***

## ABSTRAK

Shinta Angelina Gunawan, 19101155310089, Jurusan Manajemen Tahun 2019. Pengaruh Karakteristik Individu dan Motivasi Kerja terhadap Kinerja Pegawai dengan Komitmen Organisasi sebagai variabel interening pada Dinas Perdagangan Kota Padang, dibawah bimbingan Bapak M. Afuan, S.E., M.M. dan Ibu Della Asmaria Putri, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Karakteristik Individu dan Motivasi Kerja terhadap Kinerja Pegawai dengan Komitmen Organisasi sebagai variabel Intervening pada Dinas Perdagangan Kota Padang. Metode yang digunakan adalah *Structur Equation Modeling (SEM)* dengan *Partial Least Square (PLS)* 3.0 dengan mengedarkan kuesioner sebanyak 76 responden.

Hasil analisis data menyimpulkan, terdapat pengaruh positif dan signifikan antara variabel Karakteristik Individu terhadap variabel Komitmen Organisasi. Terdapat pengaruh positif dan signifikan antara variabel Motivasi Kerja terhadap variabel Komitmen Organisasi. Terdapat pengaruh positif dan signifikan antara variabel Karakteristik Individu terhadap variabel Kinerja Pegawai. Terdapat pengaruh positif dan signifikan antara variabel Motivasi Kerja terhadap variabel Kinerja Pegawai. Terdapat pengaruh negatif dan tidak signifikan antara variabel Komitmen Organisasi terhadap variabel Kinerja Pegawai. Terdapat pengaruh negative dan tidak signifikan antara variabel Karakteristik Individu terhadap Kinerja Pegawai melalui Komitmen Organisasi. Terdapat pengaruh antara variabel Motivasi Kerja terhadap Kinerja Pegawai melalui Komitmen Organisasi.

**Kata Kunci : Karakteristik Individu, Motivasi Kerja, Kinerja Pegawai dan Komitmen Organisasi**