

Rahmat Ariyanto, No.BP 15101155310043, Manajemen (2019), Pengaruh Knowladge Management, Commitmen Organization dan Corporate Reputation terhadap Kinerja Karyawan Rumah Sakit Kol. Abudjani dibawah bimbingan Bapak Dr. Yulasmri, SE, MM dan Ibu Marta Widian Sari, SE, MM.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Knowladge Management, Commitmen Organization dan Corporate Reputation terhadap Kinerja Karyawan Rumah Sakit Kol. Abudjani. Penelitian ini terdiri dari tiga variabel Independen yaitu Knowladge Management, Commitmen Organization dan Corporate Reputation dan satu variabel Dependent Kinerja Karyawan. Metode analisis yang digunakan adalah analisis korelasi dan regresi berganda. Metode pengumpulan data pada penelitian ini adalah dengan menggunakan kuesioner yang diisi oleh responden yaitu karyawan Rumah Sakit Kol. Abudjani.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh: (a) Terdapat pengaruh negatif dan signifikan Knowladge Management terhadap Kinerja Karyawan (b) Terdapat pengaruh positif dan signifikan Commitmen Organization terhadap Kinerja Karyawan (c) Terdapat pengaruh positif dan signifikan Corporate Reputation terhadap Kinerja Karyawan d. Kemudian berdasarkan uji hipotesis secara simultan (Uji F) dapat diketahui bahwa Knowladge Management, Commitmen Organization dan Corporate Reputation terhadap Kinerja Karyawan. Dan berdasarkan uji koefisien determinasi (R^2) nilainya adalah 0,505. Hal ini menunjukkan bahwa besarnya persentase kontribusi variable Knowladge Management, Commitmen Organization dan Corporate Reputation terhadap Kinerja Perusahaan adalah sebesar 50,5% sisanya 49,5% dipengaruhi oleh variabel lain di luar penelitian ini. Akhirnya penulis menyarankan kepada Rumah Sakit Kol. Abudjani untuk dapat meningkatkan Knowladge Management, Commitmen Organization dan Corporate Reputation

Kata Kunci : Knowladge Management, Commitmen Organization, Corporate Reputation dan Kinerja Karyawan

Rahmat Ariyanto, No. BP 15101155310043, Management (2019), Effect of Knowledge Management, Organizational Commitment and Corporate Reputation on Hospital Employee Performance in Col. Abudjani under the guidance of Mr. Dr. Yulasmri, SE, MM and Ms. Marta Widian Sari, SE, MM.

ABSTRACT

This study aims to find out how much the influence of Knowledge Management, Organizational Commitment and Corporate Reputation on Employee Performance in Col. Abudjani. This study consists of three independent variables, namely Knowledge Management, Organizational Commitment and Corporate Reputation and one Employee Performance Dependent variable. The analytical method used is correlation analysis and multiple regression. The method of data collection in this study is to use a questionnaire filled out by respondents, namely employees of the Hospital Kol. Abudjani.

The results obtained based on Partial Test (t test) were obtained: (a) There is a negative and significant influence of Knowledge Management on Employee Performance (b) There is a positive and significant influence of Organizational Commitment to Employee Performance (c) There are positive and significant effects of Corporate Reputation on Performance Employee d. Then based on simultaneous hypothesis testing (Test F), it can be seen that Knowledge Management, Organizational Commitment and Corporate Reputation on Employee Performance. And based on the test the coefficient of determination (R^2) the value is 0.505. This shows that the percentage of Knowledge Management variable contribution, Organization Commitment and Corporate Reputation on Company Performance is 50.5% and the remaining 49.5% is influenced by other variables outside of this research. Finally the author suggested to the Hospital of Col. Abudjani to be able to improve Knowledge Management, Organizational Commitment and Corporate Reputation

Keywords: Knowledge Management, Organizational Commitment, Corporate Reputation and Employee Performance