

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh budaya organisasi, motivasi, dan komunikasi terhadap kinerja pegawai melalui semangat kerja sebagai variabel intervening. Variabel penelitian yaitu, Budaya Organisasi, Motivasi, Komunikasi, Kinerja Pegawai dan Semangat Kerja. Metode pengumpulan data melalui survei dan menyebarkan kuesioner dengan sampel **93** responden. Metode analisis yang digunakan adalah Analisis Struktural Equation Modeling (SEM) dengan Partial Least Square (PLS).

Hasil penelitian yang didapatkan yaitu terdapat pengaruh positif dan signifikan variabel Budaya organisasi, Motivasi dan Komunikasi terhadap Semangat Kerja. Kemudian terdapat pengaruh positif dan tidak signifikan variabel Budaya Organisasi, Motivasi terhadap Kinerja Pegawai. Sedangkan terdapat pengaruh positif dan signifikan variabel Komunikasi terhadap Kinerja Pegawai dan terdapat pengaruh positif dan signifikan Semangat Kerja terhadap Kinerja Kinerja Pegawai. Kemudian terdapat pengaruh positif dan signifikan variabel budaya organisasi, motivasi, dan komunikasi terhadap kinerja pegawai melalui semangat kerja.

Kata Kunci : Budaya organisasi, Motivasi, Komunikasi, Kinerja Pegawai, Semangat Kerja

ABSTRACT

This study aims to determine how much influence organizational culture, motivation, and communication have on employee performance through morale as an intervening variable. The research variables are Organizational Culture, Motivation, Communication, Employee Performance and Work Spirit. Methods of collecting data through surveys and distributing questionnaires with a sample of 93 respondents. The analytical method used is Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS).

The results of the research obtained are that there is a positive and significant influence on organizational culture, motivation and communication variables on work morale. Then there is a positive and insignificant effect of organizational culture, motivation on employee performance. Meanwhile, there is a positive and significant effect of the Communication variable on employee performance and there is a positive and significant influence on work morale on employee performance. Then there is a positive and significant influence of organizational culture, motivation, and communication variables on employee performance through morale.

Keywords: Organizational culture, motivation, communication, employee performance, work spirit