

ABSTRACT

THE EFFECT OF ORGANIZATIONAL CLIMATE AND ORGANIZATIONAL COMMITMENT TO MARKETING EMPLOYEE PERFORMANCE OF PT. VISI PRIMA ARTHA

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The aim of this research is to determine the effect of organizational climate and organizational commitment to marketing employee performance of PT. Visi Prima Artha. The population in this research is all employees of PT. Visi Prima Artha as 433 employees with proportioned stratified random sampling which the samples taken from each of units and with the same proportion. The sample in this research is 77 employees. The sample taken procedure based on lottery system. The reason why use lottery system is to make easier in avoiding of injustice. The data analysis method used multiple linear regression. The research data is processed by Microsoft Excel and SPSS 20. The independent variables are organizational climate (X1) and organizational commitment (X2) and dependent variable is employee performance (Y). The result of this research shows that organizational climate and organizational commitment effect to marketing employee performance of PT. Visi Prima Artha.

Keywords : Organizational Climate, Organizational Commitment, Employee Performance.

