

## **ABSTRAK**

### **PENGARUH KOMITMEN ORGANISASI DAN BUDAYA ORGANISASI TERHADAP KINERJA KARYAWAN TVRI STASIUN LAMPUNG**

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Penelitian ini bertujuan untuk mengetahui pengaruh Komitmen Organisasi dan Budaya Organisasi terhadap Kinerja Karyawan TVRI Stasiun Lampung. Penelitian ini menggunakan jenis penelitian Kuantitatif. Metode penentuan sampel dalam penelitian ini menggunakan sampel jenuh, dimana jumlah populasi dalam penelitian ini adalah seluruh karyawan berjumlah 32 Karyawan. Data penelitian diolah dengan menggunakan SPSS 25. Variabel bebas pada penelitian ini adalah Komitmen Organisasi (X1), Budaya Organisasi (X2). Variabel terikat pada penelitian ini adalah Kinerja Karyawan (Y). Data yang digunakan adalah data primer dan data sekunder. Metode analisis data menggunakan regresi linier berganda dengan uji t dan uji F. Hasil Penelitian ini menunjukkan bahwa variabel Komitmen Organisasi, dan Budaya Organisasi berpengaruh terhadap Kinerja Karyawan.

**Kata Kunci :** Komitmen Organisasi, Budaya Organisasi dan Kinerja Karyawan

## ABSTRACT

### THE INFLUENCE OF ORGANIZATIONAL COMMITMENT AND ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE AT TVRI LAMPUNG STATION

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This study aims to examine the influence of organizational commitment and organizational culture on employee performance at TVRI Lampung Station. A quantitative research design was employed, using a saturated sampling technique in which all employees were included as respondents, totaling 32 participants. The data were collected through primary sources and analyzed using SPSS version 25. The independent variables in this study are organizational commitment (X1) and organizational culture (X2), while the dependent variable is employee performance (Y). Data analysis was conducted using multiple linear regression, with t-tests and F-tests employed to test the hypotheses. The results showed that both organizational commitment and organizational culture had a significant influence on employee performance, either partially or simultaneously. These findings suggest that fostering a strong sense of commitment and a positive organizational culture can enhance overall employee performance at TVRI Lampung Station.

**Keywords:** Organizational Commitment, Organizational Culture, Employee Performance

