

ABSTRACT

THE EFFECT OF ORGANIZATIONAL CULTURE AND JOB SATISFACTION ON COMMITMENTS TO WORK IN RADAR TV LAMPUNG

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The purpose of this study was to determine the effect of Organizational Culture and Job Satisfaction on Commitment to Work in Radar TV Lampung. The type of research used quantitative research with the causality method. Variables in this study used Organizational Culture and Employee Job Satisfaction as Independent variables and Employee Work Commitments as Dependent variables. The number of respondents in this study was 39 respondents. The collecting data in this study used a questionnaire given directly to respondents. The methods of data analysis in this study used Multiple Linear Regression. The result of this study indicated that organizational culture had a significant effect on Commitment to Work. Meanwhile, Job Satisfaction had a significant effect on Commitment to Work.

Keywords: Organizational Culture, Employee Job Satisfaction, Employee Work Commitment