

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh secara langsung dan tidak langsung variabel budaya organisasi, komunikasi, dan kepemimpinan terhadap motivasi kerja dan dampaknya pada kinerja karyawan Koperasi Karyawan COMFEED MAKMUR di Sidoarjo. Sebanyak 75 orang responden yang diambil menggunakan teknik sampel total (*total sampling*) atau sensus. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa data kuantitatif. Alat uji yang digunakan adalah uji t dan teknik analisis koefisien jalur (*path analysis*) Sehingga Hasil analisis menyimpulkan bahwa, Hipotesis 1 diterima, Budaya organisasi berpengaruh terhadap motivasi kerja. Hipotesis 2 diterima, Komunikasi berpengaruh terhadap motivasi kerja. Hipotesis 3 diterima, Kepemimpinan berpengaruh terhadap motivasi kerja. Hipotesis 4 diterima, Budaya organisasi berpengaruh terhadap kinerja karyawan. Hipotesis 5 diterima, Komunikasi berpengaruh terhadap kinerja karyawan. Hipotesis 6 diterima, Kepemimpinan berpengaruh terhadap kinerja karyawan. Hipotesis 7 diterima, Motivasi kerja berpengaruh terhadap kinerja karyawan. Karena nilai koefisien pengaruh tidak langsung lebih besar daripada koefisien pengaruh langsung, sehingga dapat disimpulkan bahwa variabel motivasi kerja adalah variabel *intervening*.

Kata kunci : Budaya organisasi, Komunikasi, Kepemimpinan, motivasi kerja, dan kinerja karyawan.

ABSTRACT

The purpose of this research is to know and analyze the direct and indirect influence of organizational culture, communication, and leadership variable on work motivation and its impact on employee performance of COMFEED MAKMUR Employee Cooperative in Sidoarjo. A total of 75 respondents were taken using total sampling technique or census. Then the analysis of data obtained in the form of quantitative data. The test instrument used is t test and path analysis coefficient technique (path analysis) So the results of the analysis concluded that, Hypothesis 1 accepted, organizational culture affect the motivation of work. Hypothesis 2 accepted, Communications affect work motivation. Hypothesis 3 is accepted, Leadership has an effect on work motivation. Hypothesis 4 accepted, Organizational culture affects employee performance. Hypothesis 5 accepted, Communication affects employee performance. Hypothesis 6 accepted, Leadership affects employee performance. Hypothesis 7 accepted, Motivation work affects employee performance. Because the coefficient value of indirect effect is greater than the direct effect coefficient, so it can be concluded that the variable of work motivation is intervening variable.

Keywords : Organizational culture, Communication, Leadership, motivation work, and employee performance.