

Undergraduate Project  
Department of Management  
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**ANALYSIS OF THE INFLUENCE OF ORGANIZATIONAL CULTURE  
AND COMMITMENTS TOWARDS ORGANIZATIONAL  
PERFORMANCE**

NPM : 1541052  
Rosalia Wulan Nugraheni

**ABSTRACT**

This research is based on a purpose to understand the impact of organizational culture and organizational commitment on organizational performance within a company. In order to improve management of organization, innovative culture as well as commitment from organizational leaders to undergo digital transformation with goal to achieve effectiveness, productivity and increase on sales namely in service sector and non-service sector are required. Independent variable of the research is organizational culture and organizational commitment, while the organizational performance acts as dependent variable.

Data collection is completed by using 270 questionnaires distributed directly to PT. Adhya Tirta Batam (ATB) and PT. Bright PLN Batam employees. Each questionnaire is comprised of 60 questions representing indicator variables in research. The sampling method in use is saturated sample. All data gathered in the process is compiled using Partial Least Square (PLS technique with Smart PLS 3.0 M3 version).

The results obtained in this research reveal that organizational culture variable has significant positive effect to organizational performance and commitment. And also, organizational culture and commitment variable has significant positive effect to organizational performance.

**Keyword:** *Organizational Culture, Organizational Commitment, Organizational Performance, Digital Transformation*