

ABSTRAK

Metha Rahayu, 1218010108 : “ Pengaruh Budaya Organisasi Terhadap Kinerja Pegawai Di Dinas Pariwisata Pemuda Dan Olahraga Kabupaten Indramayu ”

Organisasi publik dituntut memiliki budaya kerja yang kuat untuk mendukung efektivitas pelayanan dan pencapaian tujuan. Budaya organisasi berperan penting dalam membentuk perilaku dan kinerja pegawai, termasuk di Dinas Pariwisata, Pemuda, dan Olahraga Kabupaten Indramayu yang memiliki peran strategis dalam pengembangan pariwisata daerah. Penelitian ini dilatarbelakangi oleh pentingnya mengevaluasi pengaruh budaya organisasi terhadap kinerja pegawai, seiring masih ditemukannya masalah seperti keterlambatan kehadiran, kurang optimalnya kerja sama tim, serta belum tercapainya target kunjungan wisata dan pemeliharaan fasilitas publik. Hal ini menunjukkan bahwa nilai-nilai budaya seperti kedisiplinan dan tanggung jawab belum sepenuhnya terinternalisasi.

Penelitian ini bertujuan untuk mengetahui pengaruh budaya organisasi terhadap kinerja pegawai, serta menggambarkan kondisi budaya organisasi dan kinerja pegawai di lingkungan Dinas Pariwisata, Pemuda, dan Olahraga Kabupaten Indramayu. Pendekatan yang digunakan adalah kuantitatif, dengan teknik analisis data meliputi uji validitas, reliabilitas, regresi linear sederhana, uji t, dan koefisien determinasi. Populasi sebanyak 48 orang dijadikan sampel menggunakan metode sampling jenuh.

Hasil penelitian menunjukkan bahwa budaya organisasi dan kinerja pegawai berada dalam kategori baik. Analisis regresi mengungkapkan adanya pengaruh signifikan budaya organisasi terhadap kinerja pegawai, dengan nilai koefisien determinasi (R^2) sebesar 85%. Artinya, budaya organisasi memberikan kontribusi besar terhadap kinerja pegawai, sedangkan 15% sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci : Budaya Organisasi, Kinerja Pegawai, Dinas Pariwisata, Pemuda, dan Olahraga Kabupaten Indramayu.

Abstract

Metha Rahayu, 1218010108: "The Influence of Organizational Culture on Employee Performance at the Tourism, Youth and Sports Office of Indramayu Regency"

Public organizations are required to possess a strong organizational culture to support service effectiveness and goal attainment. Organizational culture plays a vital role in shaping employee behavior and performance, including at the Tourism, Youth, and Sports Office of Indramayu Regency, which holds a strategic role in regional tourism development. This study was motivated by the need to evaluate the influence of organizational culture on employee performance, given persistent issues such as tardiness, suboptimal teamwork, and unmet tourism targets along with inadequate maintenance of public facilities. These issues indicate that values like discipline and responsibility have not been fully internalized.

This study aims to assess the effect of organizational culture on employee performance and to describe both organizational culture and employee performance within the aforementioned office. A quantitative approach was employed using data analysis techniques including validity and reliability tests, simple linear regression, t-test, and coefficient of determination. All 48 members of the population were included as respondents through saturated sampling.

Results indicate that both organizational culture and employee performance fall into the 'good' category. Simple linear regression analysis reveals a significant effect of organizational culture on employee performance, with a coefficient of determination (R^2) of 85%, indicating that organizational culture substantially contributes to performance, while the remaining 15% is explained by other factors outside the scope of this study.

Keywords: Organizational culture, Employee performance, Indramayu Tourism Office.