

The Influence of Culture and Job Satisfaction on Organizational Commitment At PT. Bina Administrasi Bandung

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Abstract

This study will examine and analyse these elements to have a better understanding of how employee culture and job satisfaction impact organisational commitment. This essay's research focuses on the Bandung, Indonesia, PT.Bina Administrasi. The sample for the study was composed of 98 participants using a purposive sampling method. The analysis technique is called multiple regression. Following are the study's conclusions: (1) Organisational culture positively affects organisational commitment, meaning that the better the culture, the higher the commitment. (2) A favourable association between the two can be shown when organisational commitment is high and work satisfaction is high.

Keywords: *Employer commitment, job satisfaction, and organizational culture.*

.Abstrak

Studi ini akan memeriksa dan menganalisis unsur-unsur ini untuk memiliki pemahaman yang lebih baik tentang bagaimana budaya karyawan dan kepuasan kerja berdampak pada komitmen organisasi. Penelitian esai ini berfokus pada PT.Bina Administrasi Bandung, Indonesia. Sampel penelitian terdiri dari 98 partisipan dengan menggunakan metode purposive sampling. Teknik analisisnya disebut regresi berganda. Berikut kesimpulan penelitian ini: (1) Budaya organisasi berpengaruh positif terhadap komitmen organisasi, artinya semakin baik budaya maka semakin tinggi komitmen. (2) Hubungan yang menguntungkan antara keduanya dapat ditunjukkan ketika komitmen organisasi tinggi dan kepuasan kerja tinggi.

Kata kunci : Komitmen pemberi kerja, kepuasan kerja, dan budaya organisasi.

INTRODUCTION

Success something organization very determined by quality source Power Which There is in inside. Source Power man is source Power Which used For mobilize and synergize other resources to achieve organizational goals, without HR so source Power other unemployed (*idling*) And not enough beneficial in reach objective (Mangkunagara, 2015).

Appraiser n source r i day a human a can t see t from i result l work a yan g h he did through commitment organization Which it generates. So that can said source Power man Which effective That produce commitment iorganization Which Good. Importance notice commitment organization employee because employee including source Power the main and important assets in the company. Companies must be able to maintain or even increase quality his employees so that his employees can generate commitment organization Which Good (Robbins And judges, 2016)

Commitment organization (*organizational icommitment*) is Wrong One Act in demand in organization Which Lots talked about And researched, Good as variable bound, variable free, nor variable mediator. Matter This between other because organization need employee Which own commitment organization Which tall so that organization can Keep going endure as well as increase service And product Which it generates. According to Greenberg And Baron (2003), employee dear own commitment organization Which tall is employee Which more stable And more productive so that on Finally Also more profitable for organization.

(Robbins And judges, 2016) commitment organization is as something circumstances Where a employee take sides organization certain as well as goals employee the And desire For maintain membership in organization the. Lots factor Which influence commitment organization, between other culture organization, And satisfaction Work. Culture organization is set mark Which help people in a organization understand action where Which considered can accepted And Which considered No can accepted (Cameron & quinn, 2011). This is gathering mark special And norms Which owned together by people And groups in organization And Which control method they interact one The same other And with stakeholders interest in outside organization.

Culture Organization formed by a number of element Which form pattern or model interpretation. Elements This covers idan procedure standard formal And informal. They also include stories, codes of conduct, rituals, tasks, payment systems, among other things other elements (Martin & Bennett, 1996). According to (Schein, 2009), Organizational Culture is

results from experience Which lived And studied by something group, from situations where they somehow have to deal with problems of external adaptation and integration internal they, And Which Work Enough Good For considered valid idan transmitted to member new as method Which Correct in understand, think And feeling related with problem the.

Study regarding the organizational culture of the organizational commitment that is carried out by (Eunjoo; Jiyoung and Miye, 2008), (Won Lee, Sook Eo, and Soo Ha, 2014) and (Batugal And Tindowen, 2019) state that culture organization influential positive to commitment organization.

In the realm of management, one of the concepts that has been explored the most is job satisfaction (Brown & Peterson, 1994). According to (Locke, 1976), "circumstances emotional Which fun or positive Which generated from assessment of someone's work or work experience" constitute satisfaction at work. According to Wood & Johnson (2003, 2003), job satisfaction is defined as "the degree to which a person feels positive or negative about aspect intrinsic And/or extrinsic from his job." This is a similar concept.

According to research on the relationship between work satisfaction and organisational commitment by (Eunjoo, Jiyoung, and Miye, 2008), (Katsikea, Theodosiou, Perdikis, and Kehagias, 2011), and (Jigjiddorj, Zanabazar, Jambal, and Semjid, 2021), organisational commitment has a beneficial influence on an organization's level of commitment.

According to the previously stated definition, PT.Bina Administrasi. The official Suzuki Bandung vehicle dealer for Central Java is also aiming to improve employee commitment and organisation through work that promotes satisfaction.

The phenomenon that is connected to the organisational commitment of PT. Bina Administrasi. Bandung, specifically the decline in commitment to employees, is evident in the fact that sales of various Zusuki cars have never achieved the company's objective levels. Then, through changeable culture organisation and satisfaction work, PT.Bina Administrasi Bandung needs to increase commitment among employees.

LITERATURE REVIEW

Commitment Organization

(Come on, 2015) state commitment organization is agreement employee to decision or request organization And do business Which Serious For carry out the request or implement the decision in accordance with the interests organization.

(Robbins and Judge, 2016) organizational commitment is a situation where an employee stands for a particular organization and the goals of that employee and desire For maintain membership in organization the. Lots factor Which influence commitment organization, between other efficacy self, environment Work, And empowerment.

Commitment organization can defined as commitment affective Which represent an employee's strong desire to remain a member of a particular organization when it exists opportunity to change jobs (Aggarwal & Sridar, 1993). Or, organizational commitment defined as so far where a individual own belief Which strong in objective organization, willing For exert effort Which Enough big on Name organization, And own desire Which strong For maintain membership in organization. (Katsikea, Theodosiou, Perdikis, and Kehagias, 2011) stated that all organizations want to own employee Which committed Because commitment tall lead on lower turnover and increased performance. Organizational commitment is highly desirable in the case of an export sales manager, because of the job duties and responsibilities of the personnel these are significantly more complex, difficult and challenging than their counterparts operate in context sale domestic. As a result, ratio turnover in between manager sale export in a manner significant more tall.

(Katsikea, Theodosiou, Perdikis, & happiness, 2011) state that indicator commitment organization is :

1. talking about organization This to friends I as organization Which great
2. Find that values organization very similar
3. Proud give know person other part from organization This
4. Organization This truly inspire Which best in matter performance
5. Like that choose organization This For Work
6. Very care with organization This
7. Organization This is Which best from all organization Which possible For Work
8. Get flavor achievement from work
9. Feel growth And development personal in work
10. Get feeling stimulated And flavor involvement Which challenge natural work
11. Ready do Lots effort in outside Which usually expected For help organization This become

success

12. Receive almost all type task work so that still Work For organization This

Culture Organization

Organizational culture is a habit that applies in an organization. Every organization own pattern And habit Which different. Culture organization is set assumption And belief fundamental Which held by employee organization, then developed and derived to address the problem of external adaptation and internal integration (Limaj & Bernroider, 2019; Miller, 2006). Hence, dissatisfaction employee towards the organization or company by whole will impact on their dissatisfaction in dealing with their work and of course it will affect them performance they.

(Edison, 2016), culture organization is something habit Which has going on long And worn as well as applied in life activity Work as Wrong One pusher For increase quality Work para employee And manager company. Culture organization is something system together from action, mark belief Which develop within an organization and become beliefs that exist in the behavior of members organization schermerhorn, 2012 in (Najih & mansour, 2022).

According to trice And Bayer (in Fachreza, Musnadi, & Majid, 2018), culture organizations are increasingly developing in line with the increasing dynamics of the climate in organization. With thereby draft culture organization developed with various versions considering that the term culture is borrowed from the scientific disciplines of anthropology and sociology, in accordance with meaning culture Which contain connotation nationality, added Again the implication so wide so that can seen diverse corner look, However in adaptation process, most argue that the core of culture is the value system adopted in a manner together. According to (Paais And Pattiruhu, 2020) that indicator culture organization is as following :

1. Vision idan mission company always run with Good by organization And obeyed by whole element company company
2. There is trust on leader

3. There is distribution Work Which fair, equally And professional
4. Environment Work Which conducive And homey

Satisfaction Work

Job satisfaction is one of the most studied constructs in the field management sale (Brown & Peterson, 1994). Locke (1976) define satisfaction Work as "circumstances emotional Which pleasant or positive Which generated from evaluation work or experience Work somebody". Definition similar given by wood & johnson, (2003) Which consider satisfaction Work as "so far where somebody feel positively or negatively about intrinsic and/or extrinsic aspects of their job'. Satisfaction Work, employee to his job, is happy/like or No happy/disliked as a result of employee interaction with the work area or as a results evaluation employee to his job (Fatmanengsih And Masyur, 2022).

(Robbins And judges, 2016) mentioned that satisfaction Work is something attitude general towards work somebody as difference between many reward Which workers receive with the amount of rewards they believe they should receive. Satisfaction work is an important thing that is owned by the individual at work. Each individual worker have different characteristics, then the level of job satisfaction is also different also the high and low job satisfaction can have a unequal impact. Hasibuan (2017) formulate indicators satisfaction Work as following :

- A. Satisfaction with work in a manner whole
 - 1) Work Which give flavor achievement
 - 2) Work Which pleasant
 - 3) Work Which satisfying
 - 4) Do something Which valuable in work
- B. Satisfaction with fellow worker
 - 1) Work with very friendly
 - 2) Work with each other help when somebody left behind or get difficulty
 - 3) Colleague Work pleasant
 - 4) Colleague Work Which selfish
- C. Satisfaction with supervision

- 1) Manager direct up to
 - 2) Manager always fair in deal with subordinate
 - 3) give praise on work Which done with Good
 - 4) Manager direct fulfil the promise
- D. Satisfaction with policy And support company
- 1) Management characteristic progressive
 - 2) Management peak truly know his job
 - 3) Company This operate in a manner efficient And fluent
 - 4) Manager sale export in company I accept support Which Good from office pusa
- E. Satisfaction with customer
- 1) Customer fulfil promise they
 - 2) Customer can trusted
 - 3) Customer loyal
 - 4) Customer understand

Influence Culture Organization To Commitment Organization

Organizational culture is a habit that applies in an organization. Every organization own pattern And habit Which different. Culture organization is set assumption And belief fundamental Which held by employee organization, then developed and derived to address the problem of external adaptation and internal integration (Limaj & Bernroider, 2019; Miller, 2006). Hence, dissatisfaction employee towards the organization or company by whole will impact on their dissatisfaction in dealing with their work and of course it will affect them performance they.

Study regarding the organizational culture of the organizational commitment that is carried out by Eunjoo; Jiyoung and Miye (2008), Won Lee, Sook Eo, and Soo Ha (2014) and Batugal and Tindowen (2019) state that culture organization influential positive to organizational commitment. Empirical evidence is what makes researchers build hypotheses First as following :

H1 : Culture organization influential positive to commitment organization

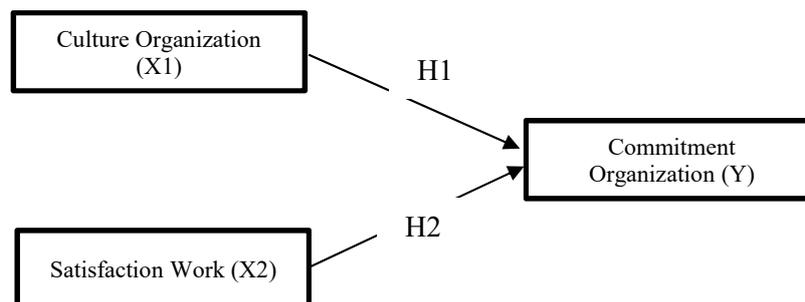
Influence Satisfaction Work To Commitment Organization

Job satisfaction is one of the most studied constructs in the field sales management (Brown & Peterson, 1994). Locke (1976) defines job satisfaction as "a pleasurable or positive emotional state resulting from judgment one's job or work experience". A similar definition is given by Wood & Johnson, (2003) who consider job satisfaction as "the extent to which a person feels positive or negative about aspect intrinsic and/or extrinsic from his job".

Study regarding job satisfaction on organizational commitment by Eunjoo; Jiyoung and Miye (2008), Katsikea; Theodosiou; Perdikis and John Kehagias (2011) and Jigjiddorj; Zanaazar; Jambal and Semjid (2021) stated that organizational commitment positive effect on organizational commitment. It is this empirical evidence that makes researcher build hypothesis second as following :

H2 : Satisfaction Work influential positive to commitment organization

Method Graphic Study



Picture 1. Method Graphic

RESEARCH METHODS

Population And Sample

In this study, the population used was all employees of the Sales Department of PT. Bina Administration Bandung, totaling 103 people. This technique with approach *purposive sampling* in which the samples are taken based on the same criteria and considerations determined. The sample must meet several criteria, namely: The sample criteria are employee part sale Which own education minimum high school and employee still, with amount sample 98 respondent.

RESULTS STUDY

Test validity

Test validity in study This used For test validity instrument in something questionnaire. Instrument This said valid if mark *Kaiser-Meyer-Olkin measures of sampling Adequacy. (KMO)* > 0.5 And mark component matrix (*loading of factor*) > 0.4. From results calculation with program SPSS (*Statistical Package for social Science*) version 24.0 Which showed on table 2.

Table 2. Results Test validity

Variable	Mark KMO	Indicator	<i>loading of factor</i>	Information
Culture Organization (Y)	0.617	X1.1	0.747	Valid
		X1.2	0.634	Valid
		X1.3	0.626	Valid
		X1.4	0.919	Valid
Satisfaction Work (X2)	0.599	X2.1	0.760	Valid
		X2.2	0.767	Valid
		X2.3	0.803	Valid
		X2.4	0.801	Valid
		X2.5	0.756	Valid
		X2.6	0.768	Valid
		X2.7	0.681	Valid
		X2.8	0.612	Valid
		X2.9	0.667	Valid
		X2.10	0.753	Valid
		X2.11	0.906	Valid
		X2.12	0.861	Valid
Commitment Organization (X3)	0.637	Y. 1	0.886	Valid
		Y.2	0.781	Valid
		Y.3	0.714	Valid
		Y.4	0.836	Valid
		Y.5	0.813	Valid
		Y.6	0.742	Valid
		Y.7	0.521	Valid
		Y.8	0.902	Valid
Y.9	0.734	Valid		
Y.10	0.510	Valid		

Y.11	0.925	Valid
Y. 12	0.831	Valid

Source: Data primary Which processed, 2023

Based on table 2 it can be concluded that the variables used have KMO 0.05 which shows the illustration adequacy criteria have been met so that the analysis aspects can be tried. On the other hand, for indicators for all variables, they have a *loading score factor 0.05* so that whole marker stated bvalis as well as worthy used (Ghozali, 2018).

Test Reliability

Results testing reliability can seen on table following :

Table 3. Results Test Reliability

Cronbach variables	Alpha Description Value	Culture Organization
0.710 > 0.7	Reliable	
Satisfaction Work	0.744 > 0.7	Reliable
Commitment Organization	0.917 > 0.7	Reliable

Source : Data The primer processed, 2023

Based on results processing data on table 3 on, is known that all statement from variable Culture Organization (X1), Satisfaction Work (X2) And Commitment Organization (Y) own *Cronbach Alpha* Which more big from 0.70. So that can concluded that all statements used for Organizational Culture variables (X1), Satisfaction Work (X2) And Commitment Organization (Y) is reliable (Ghozali, 2018).

Regression linear Double

Following This is table results from Regression linear Double.

Table 4 : Regression linear Double

Description	H1	H2 Coefficient
Determination		0.682
Test F (significance)		0.000
Test t	Beta	0.5500.427
Sig.	0.000	0.000
Conclusion	Accepted	Accepted

Coefficient Determination (Adjusted R ²)

Based on table 4 it can be explained that the value of adjusted R ² is 0.682, which means that the organizational commitment variable can be explained by the organizational culture variable and job satisfaction of 68.2%. While the remaining 31.8% (98% - 68.2%) explained

by variable other outside model (Ghozali, 2018).

Test F

Test F is testing significance togetherness Which used For know how much big influence variable independent in a manner together to the dependent variable (Ghozali, 2018), the criteria are with a probability <0.05 (5%) which means can done model fit And worthy used. Based on table 5 with probability significant $0.000 < 0.05$ Which means model fit And worthy used.

Test hypothesis

Based on table 4 this partial test is used to determine the effect of variables independent of the dependent variable individually (partially) at the level of acceptance hypothesis <0.05 (Ghozali, 2018).

1. hypothesis This can seen score significant as big $0.000 < 0.05$. Meaning that hypothesis 1 accepted, This mean that variable Culture Organization influential significant to Commitment Organization, temporary influence the ie positive with a standardized coefficient of 0.550. Based on the t test it can be concluded that the more Good Culture Organization so will increase Commitment Organization.
2. hypothesis This can seen mark significant as big $0.000 < 0.05$. Meaning that hypothesis 2 accepted, This meaning that variable Satisfaction Work influential significant to Commitment Organization, temporary influence the is positive with standardized coefficient as big 0.427. based test t can concluded that the more Good Satisfaction Work so will increase Commitment Organization.

Influence Culture Organization To Commitment Organization

Findings in accordance with support theoretical And findings empirical Which has done by study previously Eunjoo, Jiyoung And miye (2008), Won Lee, Sook Eo, And Soo Ha (2014) as well as Batugal And Tindowen (2019) state that culture organization influential positive to commitment organization. Culture Organization is results from experience Which lived And studied by something group, from situation in where they who knows How must handle problem adaptation external And integration internal they, And Which Work Enough Good For considered valid And transmitted to member new as method Which Correct in understand, think And feeling related with problem the (Scheins, 2009). By Because That, If culture organization the more Good, so will the more increase commitment organization employee,

Because with culture organization Which Good always will always increase commitment organization para his employees.

Influence Culture Organization To Commitment Organization

Findings in accordance with support theoretical And findings empirical Which has done by Eunjoo's previous research; Jiyoung and Miye (2008), Katsikea; Theodosiou; Perdikis and Kehagias (2011) and Jigjiddorj; Zanabazar; Jambal and Semjid (2021) state that commitment organization influential positive to commitment organization.

Job satisfaction is one of the most studied constructs in the field management sale (Brown & Peterson, 1994). Locke (1976) define satisfaction Work as "circumstances emotional Which pleasant or positive Which generated from appraisal of one's work or work experience". According to Wood & Johnson, (2003) satisfaction Work own influence Which positive to commitment organization. By karen That, the more tall satisfaction Work para employee part sale so will the more increase commitment organization para employee.

CLOSING

Based on the results of the data analysis performed, it can be concluded as following: Organizational culture has a positive and significant effect on organizational commitment, It means the more Good culture organization so will increase commitment organization. Satisfaction Work influential positive And significant to commitment organization. It means level satisfied Work tall so commitment organization Also tall on employees part sale PT. Bina Administrasi Bandung.

The results of the discussion in the previous chapter, the suggestions put forward are: Expected so that management PT. Bina Administrasi Bandung truly notice culture organization Which Already created in company so that vision And mission in the culture This was well conveyed to all employees and carried out various activities purposeful activities increase employees' understanding of that culture exist as well as train employees to implement the existing culture so that this culture does not i only understood but carried out and implemented properly and correctly by each employee in carry out his job so objective company can achieved marked i with n increase a trust n employee n against p i company n the next g a aka n increase n commitment n organization i yan g i fekt if i employee n against the company. PT. Bina Administration Bandung provides more direction, guidance, encouragement at a time as Friend Which friendly as well as No disinclined give awards / rewards for employees who excel, the company must further improve flavor concern And flavor own Which tall from

employee, involve in every activity in accordance that's gas tree And function. Wages, gift honorarium held with fairness in accordance with magnitude service nor performance Which has given employee.

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