

## ABSTRACT

This study aims to examine the improvement of human resource performance through affective commitment, cultural sensitivity, and innovativeness. The respondents were 100 employees of Nasmoco Limited Liability Company Gombel Semarang. The analysis used Statistical Package for Social Science (SPSS) 23 for windows. The results of the study explain that cultural sensitivity has significant positive effects on affective commitment and does not have significant effects on human resource performance. Innovativeness has significant effects on affective commitment and human resource performance. This study also shows that affective commitment can mediate the effects of cultural sensitivity and innovativeness on human resource performance.

**Keywords:** cultural sensitivity, innovativeness, affective commitment, human resource performance.

## ABSTRAK

Penelitian ini bertujuan untuk menguji peningkatan kinerja sumber daya manusia melalui *affective commitment*, *cultural sensitivity*, dan *innovativeness*. Responden adalah karyawan PT. Nasmoco Gombel Semarang, dengan jumlah sampel sebanyak 100 responden. Untuk analisis menggunakan *Statistical Package for Social Science* (SPSS) 23 for windows. Hasil penelitian menjelaskan bahwa *cultural sensitivity* memiliki pengaruh positif signifikan terhadap *affective commitment* dan tidak memiliki pengaruh yang signifikan terhadap kinerja sumber daya manusia, *innovativeness* memiliki pengaruh yang signifikan terhadap *affective commitment* dan kinerja sumber daya manusia, dan *affective commitment* dapat memediasi pengaruh *cultural sensitivity* dan *innovativeness* terhadap kinerja sumber daya manusia.

**Kata-kata Kunci:** *cultural sensitivity*, *innovativeness*, *affective commitment*, kinerja sumber daya manusia.