

## ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis pengaruh Budaya Organisasi, Gaya Kepemimpinan, Kompensasi non Financial melalui Komitmen Organisasi terhadap Kinerja Karyawan di PT. Adira Dinamika Multi Finance. Penelitian ini menggunakan kuesioner dengan teknik sensus yaitu jumlah populasi yang digunakan adalah seluruh karyawan bagian marketing PT. Adira Dinamika Multi Finance yang berjumlah 105 responden. Metode analisis ini menggunakan *sobel test*.

Hasil penelitian ini menunjukkan bahwa Budaya Organisasi berpengaruh positif signifikan terhadap Komitmen Organisasi, Gaya Kepemimpinan berpengaruh positif signifikan terhadap Komitmen Organisasi, Kompensasi non Financial berpengaruh positif signifikan terhadap Komitmen Organisasi, Budaya Organisasi berpengaruh positif signifikan terhadap Kinerja Karyawan, Gaya Kepemimpinan berpengaruh positif signifikan terhadap Kinerja Karyawan, Kompensasi non Financial berpengaruh positif signifikan terhadap Kinerja Karyawan, dan Komitmen Organisasi berpengaruh positif signifikan terhadap Kinerja Karyawan.

Kata Kunci : Budaya Organisasi , Gaya Kepemimpinan , Kompensasi Non Financial , Komitmen Organisasi , Kinerja Karyawan.

## **ABSTRACT**

*This study aims to describe and analyze the influence of Organizational Culture, Leadership Styles, Non-Financial Compensation through Organizational Commitment to Employee Performance at PT. Adira Dinamika Multi Finance. This study uses a questionnaire with a census technique that is the total population used is all employees of the marketing section of PT. Adira Dinamika Multi Finance, amounting to 105 respondents. This analytical method uses sobel test.*

*The results of this study indicate that organizational culture has a significant positive effect on organizational commitment, leadership style has a significant positive effect on organizational commitment, non-financial compensation has a significant positive effect on organizational commitment, organizational culture has a significant positive effect on employee performance, leadership style has a significant positive effect on employee performance , Non-financial compensation has a significant positive effect on employee performance, and organizational commitment has a significant positive effect on employee performance.*

*Keywords : Organizational Culture, Leadership Style, Non-Financial Compensation, Organizational Commitment, Employee Performance.*