

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan apakah variabel Kepemimpinan, Budaya Organisasi dan Latar Belakang Pendidikan berpengaruh secara signifikan terhadap Kinerja Karyawan PT Naturindo Fresh Yogyakarta serta untuk mengetahui variabel manakah yang berpengaruh secara dominan diantara tiga variabel Kepemimpinan, Budaya Organisasi dan Latar Belakang Pendidikan terhadap kinerja karyawan PT Naturindo Fresh Yogyakarta . Teknik Sampling menggunakan rumus Slovin dari populasi sejumlah 57 karyawan diambil sampel sebanyak 50 orang. Metode pengumpulan data yang digunakan adalah memberikan kuesioner kepada karyawan PT Naturindo Fresh Yogyakarta. Data dianalisis dengan menggunakan Metode Kualitatif dan Metode Kuantitatif yang menggunakan lima rumus yaitu Uji Asumsi Klasik, Analisa Regresi Berganda, Uji T-test, Uji F serta Uji Koefisien Determinasi (R²) dengan bantuan software SPSS 20.0 for windows. Hasil penelitian menunjukkan bahwa secara parsial Latar Belakang Pendidikan tidak berpengaruh signifikan terhadap Kinerja Karyawan PT Naturindo Fresh Yogyakarta. Variabel Kepemimpinan, Budaya Organisasi dan Latar Belakang Pendidikan secara simultan mempunyai pengaruh yang signifikan terhadap kinerja karyawan PT Naturindo Fresh Yogyakarta.

Kata Kunci : Kepemimpinan, Budaya Organisasi dan Latar Belakang Pendidikan

ABSTRACT

Effect of Leadership, Organizational Culture and Education Background On The Performance Of Employes PT NATURINDO FRESH YOGYAKARTA

This study aims to explain whether the variables of Leadership, Organizational Culture and Educational Background significantly influence the Performance of Employees of PT Naturindo Fresh Yogyakarta and to find out which variables influence dominantly among the three variables of Leadership, Organizational Culture and Educational Background of the performance of PT Naturindo's employees Fresh Yogyakarta. Sampling technique using Slovin formula from a population of 57 employees taken as many as 50 people. Data collection methods used were giving questionnaires to the employees of PT Naturindo Fresh Yogyakarta. Data were analyzed using Qualitative Methods and Quantitative Methods using five formulas namely Classical Assumption Test, Multiple Regression Analysis, T-test, F Test and Determination Coefficient Test (R²) with the help of SPSS 20.0 software for windows. The results showed that partially Educational Background had no significant effect on the Performance of PT Naturindo Fresh Yogyakarta Employees. Variable Leadership, Organizational Culture and Educational Background simultaneously have a significant influence to the performance of the employees of PT Naturindo Fresh Yogyakarta.

Keywords: Leadership, Organizational Culture and Education Background