

**PENGARUH MOTIVASI, KOMPENSASI, DAN BUDAYA ORGANISASI
TERHADAP KINERJA KARYAWAN PT. PERKEBUNAN NUSANTARA IV UNIT
PKS AJAMU SUMATERA UTARA PADA MASA PANDEMI COVID-19**

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh motivasi, kompensasi, dan budaya organisasi terhadap kinerja karyawan PT. Perkebunan Nusantara IV Unit PKS Ajamu Sumatera Utara pada masa Pandemi Covid-19. Jenis penelitian ini adalah Kuantitatif. Populasi dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel yang dilakukan dalam penelitian ini adalah menggunakan sampel purposive sampling. Metode pengumpulan data berupa kuesioner. Penelitian ini menggunakan teknik uji regresi berganda, uji t, uji F, analisis jalur, dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa motivasi berpengaruh positif dan signifikan terhadap kinerja karyawan, kompensasi tidak berpengaruh terhadap kinerja karyawan, budaya organisasi berpengaruh positif dan signifikan terhadap kinerja karyawan, motivasi, kompensasi dan budaya organisasi berpengaruh positif dan signifikan terhadap kinerja karyawan PT Perkebunan Nusantara IV Unit PKS Ajamu.

Kata Kunci: Motivasi, Kompensasi, Budaya Organisasi dan Kinerja Karyawan

***THE EFFECT OF MOTIVATION, COMPENSATION, AND ORGANIZATIONAL CULTURE
ON EMPLOYEE PERFORMANCE OF PT. NUSANTARA IV UNIT PKS AJAMU NORTH
SUMATRA DURING THE COVID-19 PANDEMIC***

ABSTRACT

The purpose of this study was to analyze the effect of motivation, compensation, and organizational culture on the performance of employees of PT. Perkebunan Nusantara IV Unit PKS Ajamu North Sumatra during the Covid-19 Pandemic. This type of research is quantitative. The population in this study were 100 respondents. The sampling technique used in this study was using purposive sampling. Data collection methods in the form of questionnaires. This research uses multiple regression test, t test, F test, path analysis, and coefficient of determination test. The results showed that motivation had a positive and significant effect on employee performance, compensation had no effect on employee performance, organizational culture had a positive and significant effect on employee performance, motivation, compensation and organizational culture had a positive and significant effect on employee performance at PT Perkebunan Nusantara IV Kebun Ajamu.

Keywords: Motivation, Compensation, Organizational Culture and Employee Performance.