

# **Pengaruh Motivasi, Budaya Organisasi Dan Kompetensi Terhadap Kinerja Karyawan Pada PT. Tani Murni Yogyakarta**

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## **ABSTRAK**

Penelitian ini bertujuan untuk (1) Menganalisis Motivasi, Budaya Organisasi, dan Kompetensi di PT.Tani Murni Yogyakarta.; (2) Menganalisis pengaruh langsung dan tidak langsung dari motivasi, budaya organisasi, dan kompetensi terhadap kinerja karyawan. Penelitian ini menggunakan metode dasar pendekatan deskriptif kuantitatif dengan metode pelaksanaan yaitu studi kasus. Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Data primer berasal dari responden, dan koordinator divisi responden di PT.Tani Murni Yogyakarta. Metode pengumpulan responden dalam penelitian ini adalah dengan teknik *Proportional Stratified Random Sampling*. Jumlah responden yang diperoleh sebagai sampel sebanyak 43 orang dari divisi *breeding*, *production*, dan *quality control*. Data sekunder berasal dari data yang diterbitkan oleh PT.Tani Murni Yogyakarta. Pengumpulan data melalui pengisian kuesioner, wawancara, observasi, dan dokumentasi. Teknik analisis menggunakan analisis deskriptif dan analisis jalur. Hasil penelitian menunjukkan bahwa ;(1) Motivasi, budaya organisasi, kompetensi, dan kinerja masuk dalam kategori baik dan berpengaruh terhadap kinerja karyawan PT.Tani Murni Yogyakarta.; (2) variabel motivasi, budaya organisasi, dan kompetensi berpengaruh langsung dan tidak langsung terhadap kinerja karyawan PT.Tani Murni Yogyakarta.

**Kata Kunci:** Motivasi, Budaya Organisasi, Kompetensi, Kinerja Karyawan.

***The Influence of Motivation, Organizational Culture, And Competence  
on Employee Performance at PT. Tani Murni Yogyakarta***

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***ABSTRACT***

*This study aimed to (1) analyze Motivation, Organizational Culture, and Competence at PT. Tani Murni Yogyakarta; (2) analyze the direct and indirect effects of motivation, organizational culture, and competence on employee performance. This research used the basic method of quantitative descriptive approach with the implementation method was case study. The data used in this study were primary data and secondary data. Primary data came from respondents, and the coordinator of the respondent division at PT. Tani Murni Yogyakarta. The method of collecting respondents in this study was the Proportional Stratified Random Sampling technique. The number of respondents obtained as a sample of 43 people from the division of breeding, production, and quality control. Secondary data came from data published by PT. Tani Murni Yogyakarta. Collected data through filling out questionnaires, interviews, observations, and documentation. The analysis techniques used were descriptive analysis and path analysis. The results showed that; (1) Motivation, organizational culture, competence, and performance were in the good category and have an effect on employee performance of PT. Tani Murni Yogyakarta; (2) the variables of motivation, organizational culture, and competence have a direct and indirect effect on employee performance at PT. Tani Murni Yogyakarta.*

***Keywords:*** Motivation, Organizational Culture, Competence, Employee Performance.