

ABSTRACT

This study aims to determine the effect of personality, organizational culture, and work morale on employee performance at W Bali-Seminyak. This research utilizes a sample of 80 respondents, selected through the purposive sampling method. The data analysis techniques employed in this study include validity tests, reliability tests, classical assumption tests, partial correlation, multiple correlation, multiple linear regression, determination coefficient tests, and hypothesis testing using SPSS 26. The results showed that personality (X_1) has a positive and significant effect partly on employee performance. Regression values of $0.221X_1$, $t_{count} = 1.875$, and a significance of 0.004 substantiate the findings. Organizational culture (X_2) has a positive and significant effect partially on employee performance. The regression value of $0.471X_2$, $t_{count} = 4.945$, and a significance of 0.000 validate this. Work morale (X_3) has a partial positive and significance effect on employee performance. The regression value of $0.032X_3$, $t_{count} = 1.790$, and a significance of 0.002 corroborate this. Personality (X_1), organizational culture (X_2), and work morale (X_3) simultaneously have a positive and significant effect on employee performance. The regression equation, $Y = 6.436 + 0.221X_1 + 0.471X_2 + 0.032X_3$, supports this, with an F_{count} of 27.812 and a significant value of 0.000. Personality (X_1), organizational culture (X_2), and work morale (X_3) contribute 50.5% to employee performance (Y), according to determination analysis.

Keyword : Employee Performance, Personality, Organizational Culture, Work Morale

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kepribadian, budaya organisasi dan moral kerja terhadap kinerja karyawan di W Bali-Seminyak. Sampel penelitian ini yaitu 80 responden dengan metode *purposive sampling*, dan teknik analisis data yang digunakan yaitu uji validitas, uji reliabilitas, uji asumsi klasik, korelasi parsial, korelasi berganda, regresi linear berganda, uji koefisien determinasi, uji hipotesis dengan SPSS 26. Hasil penelitian menunjukkan bahwa, kepribadian (X_1) berpengaruh positif dan signifikan secara parsial terhadap kinerja karyawan. Didukung oleh nilai regresi $0,221X_1$ dan $t_{hitung} = 1,875$ serta signifikannya $0,004$. Budaya organisasi (X_2) berpengaruh positif dan signifikan secara parsial terhadap kinerja karyawan. Didukung oleh nilai regresi $0,471X_2$ dan $t_{hitung} = 4,945$ serta signifikannya $0,000$. Moral kerja (X_3) berpengaruh positif dan signifikan secara parsial terhadap kinerja karyawan. Didukung oleh nilai regresi $0,032X_3$ dan $t_{hitung} = 1,790$ serta signifikannya $0,002$. Kepribadian (X_1), budaya organisasi (X_2) dan moral kerja (X_3) berpengaruh positif dan signifikan secara simultan terhadap kinerja karyawan. Didukung oleh persamaan regresi $Y = 6,436 + 0,221X_1 + 0,471X_2 + 0,032X_3$ dan $F_{hitung} = 27,812$ serta signifikannya $0,000$. Melalui analisis determinasi, kepribadian (X_1), budaya organisasi (X_2) dan moral kerja (X_3) memberikan kontribusi sebesar $50,5\%$ terhadap kinerja karyawan (Y).

Kata Kunci :Kinerja Karyawan, Kepribadian, Budaya Organisasi, Moral Kerja