

**THE EFFECT OF ORGANIZATIONAL CULTURE, LEADERSHIP,
COGNITIVE ABILITY AND JOB MOTIVATION ON EMPLOYEE
PERFORMANCE AT DINAS KOMUNIKASI AND INFORMATIKA
(DISKOMINFO) NORTH SUMATERA.**

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ABSTRACT

The purpose of this study was to find out and examine : (1) the employee performance model built on associative causal relationships between exogenous variables and endogenous variables,, (2) the effect of organizational culture on job motivation, (3) the effect of leadership on job motivation, (4) the effect of cognitive ability on job motivation, (5) the effect of organizational culture on employee performance, (6) the effect of leadership on employee performance (7) the effect of cognitive ability on employee performance, and (8) the effect of job motivation on employee performance. This research was conducted at Diskominfo office in North Sumatera by involving 139 employee as respondents. Data collection is done by using a questionnaire with five answer choices. The sampling technique were used proportional random sampling. The instruments were used first tried out to respondent outside the sample to obtain validity and reliability Instruments. Validity test uses Product Moment correlation, while to test its reliability with Alpha formula from Cronbach. Before testing the hypothesis, especially before the test is calculated, the requirements of the analysis include: normality data test and regression linearity test. The results showed (1) Obtained the employee performance model, (2) there is positive direct effect of organizational culture to job motivation, (3) there is positive direct effect of leadership to job motivation, (4) there is positive direct effect of cognitive ability to job motivation, (5) there is positive direct effect of organizational culture to employee performance, (6) there is positive direct effect of leadership to employee performance, (7) there is positive direct effect of cognitive ability to employee performance, and (8) there is positive direct effect of job motivation to employee performance. Based on the acceptance of the research hypothesis, it is found a fixed model that describes the structure of causal relationships between organizational culture, leadership, cognitive ability, job motivation and employee performance at Diskominfo office in North Sumatera.

Keywords : organizational culture, leadership, cognitive ability, job motivation, and employee performance

PENGARUH BUDAYA ORGANISASI, KEPEMIMPINAN, KEMAMPUAN KOGNITIF DAN MOTIVASI KERJA TERHADAP KINERJA PEGAWAI DI DINAS KOMUNIKASI DAN INFORMATIKA (DISKOMINFO) PROPINSI SUMATERA UTARA

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan mengkaji: (1) model kinerja pegawai yang dibangun berdasarkan hubungan kausal asosiatif antara variabel eksogenus dengan variabel endogenus, (2) pengaruh budaya organisasi terhadap motivasi kerja, (3) pengaruh kepemimpinan terhadap motivasi kerja, (4) pengaruh kemampuan kognitif terhadap motivasi kerja, (5) pengaruh budaya organisasi terhadap kinerja pegawai, (6) pengaruh kepemimpinan terhadap kinerja pegawai, (7) pengaruh kemampuan kognitif terhadap kinerja pegawai, dan (8) pengaruh motivasi kerja terhadap kinerja pegawai. Penelitian ini dilakukan pada kantor dinas Diskominfo Propinsi Sumatera Utara dengan melibatkan 139 orang pegawai sebagai responden. Untuk pengumpulan data dilakukan dengan menggunakan kuesioner dengan lima pilihan jawaban. Teknik sampling yang digunakan proporsional random sampling. Instrumen yang digunakan terlebih dahulu diujicobakan kepada responden di luar sampel untuk mendapatkan instrumen yang sah dan reliabel. Uji validitas menggunakan korelasi *Product Moment*, sedangkan untuk menguji reliabilitasnya dengan formula *Alpha* dari *Cronbach*. Sebelum dilakukan pengujian hipotesis, terlebih dahulu dihitung uji persyaratan analisis yang mencakup: uji normalitas data dan uji linieritas regresi. Hasil penelitian menunjukkan: (1) Diperoleh model kinerja pegawai, (2) budaya organisasi berpengaruh langsung positif terhadap motivasi kerja, (3) kepemimpinan berpengaruh langsung positif terhadap motivasi kerja, (4) kemampuan kognitif berpengaruh langsung positif terhadap motivasi kerja, (5) budaya organisasi berpengaruh langsung positif terhadap kinerja pegawai, (6) kepemimpinan berpengaruh langsung positif terhadap kinerja pegawai, (7) kemampuan kognitif berpengaruh langsung positif terhadap kinerja pegawai, dan (8) motivasi kerja berpengaruh langsung positif terhadap kinerja pegawai. Berdasarkan penerimaan hipotesis-hipotesis penelitian maka ditemukan model teoretik atau *fixed model* yang menggambarkan struktur hubungan kausal antara variabel budaya organisasi, kepemimpinan, kemampuan kognitif, motivasi kerja dan kinerja pegawai Diskominfo Propinsi Sumatera Utara.

Kata Kunci : Budaya Organisasi, Kepemimpinan, Kemampuan Kognitif, Motivasi Kerja dan Kinerja Pegawai