

ABSTRAK

SAKINAH UBUDIYAH SIREGAR. NIM. 8156114034. Pengaruh Komunikasi Organisasi, Pemberian Penghargaan (*Reward*), *Self Efficacy*, Budaya Organisasi Dan Motivasi Kerja Terhadap Kinerja Dosen Perguruan Tinggi Swasta Labuhan Batu. Disertasi. Medan. Program Doktor Manajemen Pendidikan Pascasarjana Universitas Negeri, 2020.

Penelitian ini bertujuan untuk menemukan dan menguji model kinerja dosen yang dibangun berdasarkan hubungan kausal asosiatif antar variabel eksogen dan endogen dapat diimplementasikan secara adaptif pada Perguruan Tinggi Swasta Labuhan Batu. Serta untuk mengetahui: (1) Pemberian penghargaan (*reward*) berpengaruh langsung terhadap motivasi kerja dosen Perguruan Tinggi Swasta Labuhan Batu; (2) *Self efficacy* berpengaruh langsung terhadap motivasi kerja dosen Perguruan Tinggi Swasta Labuhan Batu; (3) Budaya organisasi berpengaruh langsung terhadap motivasi kerja dosen Perguruan Tinggi Swasta Labuhan Batu; (4) Komunikasi organisasi berpengaruh langsung terhadap kinerja dosen Perguruan Tinggi Swasta Labuhan Batu; (5) Pemberian penghargaan (*reward*) berpengaruh langsung terhadap kinerja dosen Perguruan Tinggi Swasta Labuhan Batu; (6) *Self efficacy* berpengaruh langsung terhadap kinerja dosen Perguruan Tinggi Swasta Labuhan Batu; (7) Budaya organisasi berpengaruh langsung terhadap kinerja dosen Perguruan Tinggi Swasta Labuhan Batu; (8) Motivasi kerja berpengaruh langsung terhadap kinerja dosen Perguruan Tinggi Swasta Labuhan Batu. Penelitian dilakukan di Perguruan Tinggi Swasta Labuhan Batu dengan jumlah populasi sebesar 181 dan sampel sebesar 125 orang, dengan menggunakan rumus Slovin. Hasil temuan diperoleh bahwa motivasi kerja Perguruan Tinggi Swasta Labuhan Batu merupakan variabel yang paling dominan berpengaruh terhadap peningkatan kinerja dosen Perguruan Tinggi Swasta Labuhan Batu selanjutnya disusul oleh pengaruh *reward* terhadap kinerja dosen, *self efficacy* terhadap kinerja dosen, budaya organisasi terhadap kinerja dosen dan komunikasi organisasi terhadap kinerja dosen. Pengaruh langsung motivasi kerja terhadap kinerja dosen sebesar 0,044. Pengaruh total dari komunikasi organisasi, *reward*, *Self Efficacy*, budaya organisasi dan motivasi kerja terhadap kinerja dosen adalah sebesar 0,249.

Kata Kunci: Komunikasi Organisasi, Pemberian Penghargaan (*Reward*), *Self Efficacy*, Budaya Organisasi, Motivasi Kerja dan Kinerja Dosen

ABSTRACT

SAKINAH UBUDIYAH SIREGAR. NIM. 8156114034. The Influence of Organizational Communication, Reward, Self Efficacy, Organizational Culture and Work Motivation on Lecturer Performance of Labuhan Batu Private College. Dissertation. Field. State University Postgraduate Education Management Doctoral Program, 2020.

This study aims to find and test a lecturer performance model that is built based on an associative causal relationship between exogenous and endogenous variables that can be implemented adaptively at Labuhan Batu Private College. As well as to find out: (1) The awarding (reward) has a direct effect on the work motivation of the Labuhan Batu private university lecturers; (2) Self-efficacy has a direct effect on the work motivation of the Labuhan Batu private university lecturers; (3) Organizational culture has a direct effect on the work motivation of the lecturers of Labuhan Batu Private University; (4) Organizational communication has a direct effect on the performance of the lecturers of Labuhan Batu Private College; (5) The giving of awards (rewards) has a direct effect on the performance of the lecturers of Labuhan Batu Private University; (6) Self-efficacy has a direct effect on the performance of the lecturers of Labuhan Batu Private University; (7) Organizational culture has a direct effect on the performance of the lecturers of Labuhan Batu Private Higher Education; (8) Work motivation has a direct effect on the performance of the lecturers of Labuhan Batu Private University. The research was conducted at Labuhan Batu Private College with a population of 181 and a sample of 125 people, using the Slovin formula. The findings showed that the work motivation of Labuhan Batu Private College is the most dominant variable that has an effect on the improvement of the performance of the Labuhan Batu Private University lecturers, which is then followed by the effect of reward on lecturer performance, self-efficacy on lecturer performance, organizational culture on lecturer performance and organizational communication towards lecturer performance. The direct effect of work motivation on lecturer performance is 0.044. The total effect of organizational communication, reward, Self Efficacy, organizational culture and work motivation on lecturer performance is 0.249.

Keywords: Organizational Communication, Rewarding, Self Efficacy, Organizational Culture, Work Motivation and Lecturer Performance