PENGARUH *ORGANIZATIONAL CULTURE* DAN *JOB SATISFACTION* TERHADAP *ORGANIZATIONAL COMMITMENT* KARYAWAN GENERASI Z DI SURABAYA

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INTISARI

Komitmen organisasi merupakan faktor penting dalam menunjang keberlanjutan dan keberhasilan organisasi, khususnya pada karyawan Generasi Z yang saat ini mulai mendominasi tenaga kerja di Indonesia. Komitmen organisasi tidak hanya dipengaruhi oleh aspek struktural, tetapi juga oleh faktor psikologis dan lingkungan kerja, seperti budaya organisasi dan kepuasan kerja. Penelitian ini bertujuan untuk menganalisis pengaruh budaya organisasi dan kepuasan kerja terhadap komitmen organisasi, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif yang dianalisis menggunakan teknik korelasi Spearman. Sampel penelitian berjumlah 400 responden yang berdomisili di Surabaya dan didominasi oleh karyawan Generasi Z, dengan teknik pengambilan sampel purposive sampling. Pengumpulan data dilakukan melalui persebaran kuesioner secara online untuk mengukur variabel budaya organisasi, kepuasan kerja, dan komitmen organisasi. Hasil penelitian menunjukkan bahwa budaya organisasi dan kepuasan kerja memiliki hubungan positif dan signifikan terhadap komitmen organisasi, dengan koefisien korelasi masing-masing sebesar 0,610 dan 0,429. Temuan ini mengindikasikan bahwa budaya organisasi memiliki peran yang lebih dominan dalam meningkatkan komitmen organisasi dibandingkan kepuasan kerja. Penelitian ini memiliki keterbatasan pada cakupan responden yang terfokus pada Generasi Z di wilayah Surabaya, sehingga penelitian selanjutnya disarankan untuk memperluas cakupan wilayah serta menambahkan variabel lain agar hasil penelitian dapat digeneralisasikan secara lebih luas.

Kata kunci: Komitmen Organisasi, Budaya Organisasi, Kepuasan Kerja, Karyawan Generasi Z di Surabaya

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ABSTRACT

Organizational Commitment is an important factor in supporting organizational sustainability and success, particularly among Generation Z employees who are currently beginning to dominate the workforce in Indonesia. *Organizational Commitment* is influenced not only by structural aspects but also by psychological and work environment factors, such as *Organizational Culture* and *Job Satisfaction*. This study aims to analyze the effect of *Organizational Culture* and *Job Satisfaction* on *Organizational Commitment*, both partially and simultaneously. This study employs a quantitative approach and is analyzed using Spearman correlation techniques. The sample consists of 400 respondents residing in Surabaya, predominantly Generation Z employees, selected using purposive sampling. Data were collected through the distribution of online questionnaires to measure the variables of *Organizational Culture*, *Job Satisfaction*, and *Organizational Commitment*. The results indicate that *Organizational Culture* and *Job Satisfaction* have a positive and significant relationship with *Organizational Commitment*, with correlation coefficients of 0.610 and 0.429, respectively. These findings suggest that *Organizational Culture* plays a more dominant role in enhancing *Organizational Commitment* compared to *Job Satisfaction*. This study is limited by the scope of respondents, which focuses on Generation Z in the Surabaya area; therefore, future research is recommended to expand the coverage area and include additional variables to improve the generalizability of the findings.

Keywords: *Organizational Commitment*, *Organizational Culture*, *Job Satisfaction*, Generation Z Employees in Surabaya

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