

ABSTRAK
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Pengaruh Supervisory Commitment terhadap Hubungan antara Person-Organizational Fit dan Organizational Commitment (Studi Empiris pada UMKM di Kabupaten Tangerang).

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Industri UMKM saat ini semakin menarik dikarenakan pandemi Covid-19 yang sudah berlangsung sekitar lebih dari 2 tahun. Beberapa tahun belakangan ini UMKM memiliki kontribusi besar terhadap Produk Domestik Bruto (PDB), namun industri UMKM memiliki tingkat *turnover* yang tinggi. Studi Empiris pada UMKM di Kab. Tangerang tidak lepas dari kondisi tersebut. Berdasarkan data penelitian sebelumnya diperoleh kepuasan kerja dan komitmen organisasi memiliki pengaruh positif yang signifikan terhadap *turnover* karyawan. Penelitian ini bertujuan untuk membuktikan bahwa Person Organizational-Fit melalui *Supervisory Commitment* dapat memberi pengaruh pada efektivitas *Organizational Commitment* di perusahaan. Metode yang digunakan dalam penelitian ini adalah dengan metode deskriptif, analisis regresi, analisis jalur dan uji Sobel yang diolah dengan bantuan aplikasi SPSS Ver. 25. Teknik pengumpulan data adalah dengan 500 buku kuesioner yang disebarakan secara langsung kepada responden dengan batasan usia 19 sampai dengan 48 tahun. Hasil uji Sobel pada analisis jalur yang dikembangkan dalam penelitian ini menunjukkan bahwa pengaruh *Person Organizational-Fit* (PO-Fit) melalui *Supervisory Commitment* (SC) memberi pengaruh nyata yang positif terhadap efektivitas *Organizational Commitment* (OC) di industri UMKM Kabupaten Tangerang dan nilai koefisien jalur untuk efektivitas *Organizational Commitment* (OC) melalui *Supervisory Commitment* sebesar $\rho_{P4} = \rho_{x_2x_1} \rho_{yx_2} = 0,716142$ (71,6%), sedangkan pengaruh terbesarnya adalah tanpa melalui *Supervisory Commitment* dengan nilai koefisien jalur sebesar $\rho_{x_2x_1} = 0,912$ (91,2%), yang artinya ada sub-variabel *Supervisory Commitment* yang belum sesuai dengan responden.

Kata kunci: *Person Organizational-Fit*, *Supervisory Commitment* (SC), *Organizational Commitment* (OC).

ABSTRACT

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The Effect of Supervisory Commitment on the Relationship between Person-Organizational Fit and Organizational Commitment (Empirical Study on MSMEs in Tangerang Regency).

Guided by Dr. Eva Hotnaidah Saragih, M.A

The MSME industry is currently increasingly attractive due to the Covid-19 pandemic which has been going on for more than 2 years. In recent years MSMEs have made a large contribution to Gross Domestic Product (GDP), but the MSME industry has a high turnover rate. Empirical Studies on SMEs in Kab. Tangerang cannot be separated from this condition. Based on previous research data, it was found that job satisfaction and organizational commitment had a significant positive effect on employee turnover. This study aims to prove that Person Organizational-Fit through Supervisory Commitment can have an effect on the effectiveness of Organizational Commitment in the company. The method used in this research is descriptive method, regression analysis, path analysis and Sobel test which is processed with the help of the SPSS Ver application. 25. The technique of collecting data is by using 500 questionnaires which are distributed directly to respondents with an age limit of 19 to 48 years. The results of the Sobel test on the path analysis developed in this study indicate that the influence of Person Organizational-Fit (PO-Fit) through Supervisory Commitment (SC) has a significant positive effect on the effectiveness of Organizational Commitment (OC) in the MSME industry in Tangerang Regency and the path coefficient value. for the effectiveness of Organizational Commitment (OC) through Supervisory Commitment of $P4 = \rho_{x_2x_1} \rho_{yx_2} = 0.716142$ (71.6%), while the biggest effect is without going through Supervisory Commitment with path coefficient value of $\rho_{x_2x_1} = 0.912$ (91.2%), which means that there is a Supervisory Commitment sub-variable that does not match the respondent.

Keywords: Person Organizational-Fit, Supervisory Commitment (SC), Organizational Commitment (OC)