

ABSTRAK

HUBUNGAN ANTARA KOMITMEN ORGANISASI DENGAN PRESTASI KERJA DISTRIBUTOR MULTI-LEVEL MARKETING TIANSHI YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui hubungan antara komitmen organisasi dengan prestasi kerja distributor multi level marketing Tianshi Yogyakarta. Hipotesis yang diajukan adalah ada hubungan positif antara komitmen organisasi dengan prestasi kerja distributor.

Subjek penelitian adalah individu yang tergabung dalam perusahaan multi level marketing Tianshi, atau yang biasa disebut sebagai distributor dengan lama bergabung minimal 5 bulan dan berpendidikan minimal SLTA. Jumlah subjek dalam penelitian ini sebanyak 40 orang. Pengumpulan data dilakukan melalui penyebaran skala komitmen organisasi dan pengambilan data dokumentasi prestasi kerja distributor dari perusahaan. Koefisien realibilitas dari skala komitmen organisasi adalah 0.9607.

Untuk mengetahui hubungan antara komitmen organisasi dengan prestasi kerja distributor digunakan teknik korelasi Spearman rho. Koefisien korelasi (r) yang diperoleh dalam penelitian ini adalah 0.560 pada taraf signifikansi (p) 0.01. Hal ini berarti ada korelasi positif antara komitmen organisasi dengan prestasi kerja distributor, semakin tinggi komitmen organisasi distributor maka akan semakin tinggi pula prestasi kerja distributor.

ABSTRACT

CORRELATION BETWEEN ORGANIZATIONAL COMMITMENT AND DISTRIBUTOR'S WORK ACHIEVEMENT OF THE MULTI-LEVEL MARKETING TIANSHI YOGYAKARTA

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The aim of this research was to find the correlation between organizational commitment and distributor's work achievement of the multi level marketing Tianshi Yogyakarta. The existence of a positive correlation between organizational commitment and distributor's work achievement was the hypothesis.

The subjects of this research were members of the multi level marketing Tianshi called the distributors who have joined the organization for about five month and graduated from senior high school. There was 40 subject of this research. Data collection was done through scattered the organizational commitment scale and analyzed the documentation of distributor's work achievement from the company. The reliability coefficient from this scale was 0.9607.

To find the correlation between organizational commitment and distributor's work achievement, Spearman's correlation technique was employed. Correlation coefficient (r) between organizational commitment and distributor's work achievement was 0.560 at the level of significant (p) 0.01. That means there's a positive correlation between organizational commitment and distributor's work achievement, the higher organizational commitment gets, the higher distributor's work achievement will get too.