

ABSTRACT

The objective of this research is to identify the influence of transformational leadership, organizational culture and motivation toward organizational commitment at PT Kusuma Sandang Mekarjaya (KSM) Yogyakarta. Acquired information from this research could be used as company reference in determining things that can affect organizational commitment among employees. The object of the research conducted at PT Kusuma Sandang Mekarjaya (KSM) Yogyakarta by using the entire employee population HRD & GA staff, finance, purchasing, marketing, accounting, Matrix, Warehouse spare part, Warehouse fabric. Methods of data collection using survey method with questionnaires by 55 respondents. Data were analyzed using the Statistical Product and Service Solutions (SPSS) version 22 with the test include: Validity and Test Reliability.

The results showed that transformational leadership and significant positive effect on organizational commitment, organizational culture positive and significant effect on organizational commitment, and motivation positive and significant impact on organizational commitment.

Keywords: transformational leadership, organizational culture, motivation, organizational commitment