

## ABSTRAK

**Wanda Wahida Nirwan (2021).** Pengaruh kepribadian dan komunikasi Interpersonal terhadap komitmen organisasi pegawai Bank Sumsel Babel Cabang Muaradua. Dibimbing oleh Ibu Ervin Mardalena, S.E., M.Si selaku pembimbing I dan, ibu RR. Dimas Veronica Priharti S.E., M.Si. selaku pembimbing II. Penelitian ini bertujuan untuk mengetahui pengaruh kepribadian dan komunikasi Interpersonal terhadap komitmen organisasi pegawai Bank Sumsel Babel Cabang Muaradua.

Teknik analisis data yang digunakan adalah Regresi Linier Berganda. Berdasarkan hasil analisis secara parsial ada pengaruh signifikan kepribadian terhadap komitmen organisasi pegawai Bank Sumsel Babel Cabang Muaradua dengan nilai t hitung sebesar 4.757. Variabel dan komunikasi Interpersonal tidak ada pengaruh signifikan terhadap komitmen organisasi pegawai Bank Sumsel Babel Cabang Muaradua dengan nilai t hitung sebesar 0.725. Secara simultan didapatkan ada pengaruh kepribadian dan komunikasi Interpersonal terhadap komitmen organisasi pegawai Bank Sumsel Babel Cabang Muaradua.

Koefisien determinasi ( $R^2$ ) yang diperoleh sebesar 0.518. Hal ini menunjukkan berarti sumbangan pengaruh kepribadian dan komunikasi Interpersonal terhadap komitmen organisasi 51,8% sedangkan sisanya 48,2% dipengaruhi oleh variabel lain yang tidak disebutkan dalam penelitian ini seperti gaya kepemimpinan, kepercayaan pada pemimpin, budaya organisasi (Titisari, 2018:15).

Kata Kunci: Kepribadian, Komunikasi Interpersonal, Komitmen Organisasi

## ABSTRACT

**Wanda Wahida Nirwan (2021).** The influence of personality and interpersonal communication on organizational commitment of employees of Bank Sumsel Babel Muaradua Branch. Under the guidance of Ervin Mardalena, S.E., M.Si and RR. Dimas Veronica Priharti S.E.M.Si. This study aims to determine the influence of personality and interpersonal communication on organizational commitment of employees of Bank Sumsel Babel Muaradua Branch.

The data analysis technique used was Multiple Linear Regression. Based on the results of the partial analysis, there was a significant influence of personality on the organizational commitment of the employees of Bank Sumsel Babel Muaradua Branch with a t value of 4.757. Variables and interpersonal communication had no significant influence on organizational commitment of employees of Bank Sumsel Babel Muaradua Branch with a t value of 0.725. Simultaneously, it was found that there was an influence of personality and interpersonal communication on the organizational commitment of the employees of Bank Sumsel Babel Muaradua Branch.

The coefficient of determination ( $R^2$ ) obtained was 0.518. This showed that the contribution of personality and interpersonal communication influenced on organizational commitment was 51.8% while the remaining 48.2% was influenced by other variables not mentioned in this study such as leadership style, trust in leaders, organizational culture (Titisari, 2018:15). ).

Keywords: Personality, Interpersonal Communication, Organizational Commitment