

**PENGARUH BUDAYA PERUSAHAAN TERHADAP KINERJA  
KARYAWAN DENGAN KOMITMEN KERJA SEBAGAI VARIABEL  
MEDIASI PADA PERUSAHAAN DIGITAL MEDIA DI DAERAH  
ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini dilakukan untuk mengetahui pengaruh budaya perusahaan terhadap kinerja karyawan dengan komitmen kerja sebagai variabel mediasi pada perusahaan digital media di Daerah Istimewa Yogyakarta. Penelitian ini bersifat kuantitatif, dimana sampel diambil menggunakan metode *simple random sampling*. Data diperoleh dari 122 karyawan yang bekerja pada perusahaan digital media di Daerah Istimewa Yogyakarta melalui penyebaran kuesioner. Metode analisis data penelitian ini menggunakan statistik deskriptif yaitu menggunakan *minimum*, *maximum*, *mean* (rata-rata), dan *std. deviation*. Teknik data yang digunakan meliputi uji instrumen, uji asumsi klasik, uji regresi linear sederhana, dan uji *sobel test*. Hasil uji *Sobel Test* disimpulkan bahwa variabel Komitmen Kerja (Z) mampu memediasi pengaruh Budaya Perusahaan (X) terhadap Kinerja Karyawan (Y). Kesimpulan dalam penelitian ini adalah Budaya Perusahaan berpengaruh positif terhadap Komitmen Kerja, Komitmen Kerja berpengaruh positif terhadap Kinerja Karyawan, Budaya Perusahaan berpengaruh positif terhadap Kinerja Karyawan, Komitmen Kerja mampu memediasi pengaruh Budaya Perusahaan terhadap Kinerja Karyawan.

**Kata Kunci:** *Budaya Perusahaan, Kinerja Karyawan, Komitmen Kerja*

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**THE EFFECTS OF CORPORATE CULTURE ON EMPLOYEE  
PERFORMANCE WITH WORK COMMITMENT AS A MEDIATION  
VARIABLE IN DIGITAL MEDIA COMPANIES IN SPECIAL REGION OF  
YOGYAKARTA**

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***Abstract***

*This study was conducted to determine the effect of corporate culture on employee performance with work commitment as a mediation variable in digital media companies in Special Region of Yogyakarta. This research is quantitative in nature, where the sample is taken using a simple random sampling method. Data obtained from 122 employees of digital media companies in Special Region of Yogyakarta through distributing questionnaires. This research data analysis method using descriptive statistics, there are using the minimum, maximum, mean (average), and std. deviation. The data technique used includes instrument test, classic assumption test, simple linear regression test and sobel test. The results of the Sobel Test show that the Work Commitment (Z) is able to mediate the effect of Corporate Culture (X) on Employee Performance (Y). The conclusions in this study are, Corporate Culture has a positive effect on Work Commitment, Work Commitment has a positive effect on Employee Performance, Corporate Culture has a positive effect on Employee Performance, Work Commitment is able to mediate the effect of Corporate Culture on Employee Performance.*

***Keywords:*** *Corporate Culture, Employee Performance, Work Commitment.*