ABSTRACT

The fashion world is very close to human life in everyday activities. In this modern era, fashion continues to grow rapidly and become something that is endlessly discussed and cultivated over time. Fashion also always follow the development everytimes, this has resulted in fashion always give a fresh feel to the users.

As in PT KaryamitraBudisentosa engaged in the export of footwear. PT KaryamitraBudisentosa always provide fresh air for lovers of fashion, especially shoes to pamper its customer. The Success a company can not be separated from the quality of human resources of the company. With the qualities possessed by a person in a company is able to improve the quality of the company in the eyes of competitors. The existence of self-satisfaction in employees for what he has given the company because of the employee's performance is one of encouragement for employees to work spirit. The company's commitment to employees is also expected to trigger the spirit of the employees in the work, so that the employee's performance will be increased in accordance with the wishes and the main objectives of the company.

With this the researchers wanted to examine how the influence of job satisfaction perceived by employees and how much influence the company's commitment so that both can be a good influence on the performance of employees at PT KaryamitraBudisentosa. Data collected as many as 64 people daribagian retail by using path analysis with SPSS 17.0 software.

The results stated that job satisfaction has a significant positive effect on employee performance. Job satisfaction has a significant positive effect on organizational commitment. Job satisfaction has a significant positive effect on employee performance. Value of the indirect effect of variable job satisfaction on Employee Performance through Organizational Commitment smaller than the direct impact that Organizational Commitment is not an intervening variable of indirect influence Job Satisfaction on Employee Performance in spite of the variable job satisfaction significantly influence employee performance through organizational commitment.

keyword: Job Satisfaction, Organizational Commitment, Employee Performance