

ABSTRACT

THE EFFECT OF MANAGER'S QUALITY, JOB SATISFACTION, AND CORPORATE CULTURE ON COMMITMENT AND PERFORMANCE (A Study Of Hotel Manager In Bali)

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The main focus of this study is to learn various factors that may effect a manager's commitment toward organization.

In addition to those aforesaid factors, this study also learns the effect of manager's quality, job satisfaction, and corporate culture toward manager's performance. This study took place at star hotels in Bali, which are located in Sanur, Nusa Dua, Kuta, and Denpasar, to find figures of hotel manager who has been working for 10 years as sample.

This study proposes 5 hypotheses to be experimented for its validation. The result then shows that 4 of those 5 hypotheses are valid and can be proven while the fifth one that concerns with the positive effect of commitment toward a manager's performance is rejected since the concept of commitment proposed refers to a conventional concept and subjective performance measurement. Those valid hypotheses are : (1) Positive and significant effect of manager's quality toward his commitment; (2) Positive and significant effect of job satisfaction toward a manager's commitment; (3) Positive and significant effect of corporate culture toward a manager's commitment; (4) Manager's quality, job satisfaction, corporate culture do not have direct effect toward manager's performance.

Key words : Manager's quality, job satisfaction, corporate culture, organizational commitment, manager's performance.