ABSTRACT

A Relationship Analysis of Corporate Values, Leadership Style with Organization Commitment of Employees (Case Study at Samudera Indonesia Group)
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The purpose of this research is to investigate the relationship of corporate values, leadership style and the organizational commitment of employees in Samudera Indonesia Group. This research used the Proporsional Stratified Random Sampling method. Population of the current research for Jakarta Offices was only 300 people in management level. While the samples were 171 people. Analysis technique that was applied in this research was the Structural Equation Model (SEM). The result indicates that corporate values have a positive and significant effect to leadership style. Meanwhile, both of corporate values and leadership style didn't have any direct significant effect to organizational commitment. The unsignificant effect happens because of other mediating factors, such as corporate culture, role stress and internalization method of corporate values. The empiric finding, Samudera Indonesia Group needs to pay attention to the factors that was influence employees commitment and to design strategy that can improve employees commitment to corporate.

Keywords: Corporate Values, Leadership Style, Organizational Commitment, Structural Equation Model