

ABSTRACT

Organizational commitment is a measure of the strength of the identity and involvement of members in the goals and values of the organization. Organizational commitment has a very important role in the sustainability of the organization as a whole, many factors can affect a person's commitment, one of which is leadership style and organizational communication. The more effective the leadership style and the better organizational communication will have a positive impact on increasing a person's level of organizational commitment. Based on the data obtained, the commitment of members to HIPMI PT. Telkom experienced a decline in the 2020 management year, besides that, based on attendance data and report cards, performance continued to decline.

This research was conducted at the HIPMI organization PT. Telkom with leadership style and organizational communication as independent variables and organizational commitment as the dependent variable. This study aims to determine the condition of leadership style, organizational communication, and organizational commitment of members of HIPMI Telkom University. And prove the influence of the role of leadership and communication on organizational commitment.

The population in this study is members of HIPMI PT. Telkom totaling 155 members, of which 112 respondents were selected. The sampling technique uses probability sampling (simple random sampling) and uses the slovin formula. The analysis technique used is descriptive analysis, classical assumption test, multiple linear regression, hypothesis, and coefficient of determination.

Based on the results of the study, it shows that the leadership style is in the effective category, organizational communication is in a good category and organizational commitment is in the high category. While the results of statistical tests obtained that leadership style and organizational communication affect Organizational Commitment by 51.6%. This shows that Organizational Leadership and Communication Style on Organizational Commitment is 51.6%.

The results of this study are expected to be used as evaluation and consideration for organizations in the future to understand how the conditions of leadership style and organizational communication are and can create a work program to evaluate the complaints felt by all members of the ongoing leadership. This can be a medium for delivering criticism from members to its leaders. Future researchers are expected to be able to use other variables such as leadership style and use other research methods such as SEM.

Keywords: Human Resources, Leadership Style, Organizational Communication, Organizational Commitment