BSTRACT

   Organizational commitment is very important in encouraging organization to achieve its objectives. Organizational commitment has impact on the level of loyalty, work passion, responsibility and sense of belonging of organization's employees. Many factors can affect organizational commitment, such as job satisfaction and organizational culture.

   This research is a quantitative research. The aim of this study is to investigate the influence of organizational culture on job satisfaction and organizational commitment and also to investigate the influence of job satisfaction on organizational commitment. The study randomly observed 230 employees who work as a sewing operator in PT. Hari Mau Indah, Indonesia by using a questionnaire. Methods of data analysis using Structural Equation Modeling (SEM).

   The results showed that the strong organizational culture will improve job satisfaction. Strong organizational culture will also improve organizational commitment. Furthermore, high job satisfaction not improve organizational commitment. This study found that high job satisfaction reinforce organizational commitment.

Keywords: organizational culture, job satisfaction, organizational commitment.