

ABSTRAK

Maya Nispa, tahun 2021, "Pengaruh Pelayanan Dan Kinerja Pegawai Terhadap Citra Organisasi Dimasa Pandemi Covid-19 Pada Kantor Badan Perencanaan Pembangunan Daerah Kabupaten Bantaeng. Skripsi jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Yang dibimbing oleh Pembimbing I Sitti Nurbaya dan Pembimbing II Muhammad Akib.

Penelitian ini bertujuan untuk menguji Pengaruh Pelayanan Dan Kinerja Pegawai Terhadap Citra Organisasi Dimasa Pandemi Covid-19 Pada Kantor Badan Perencanaan Pembangunan Daerah Kabupaten Bantaeng. Penelitian ini menggunakan sumber data primer, dimana peneliti menyebarkan kuesioner kepada 72 orang pegawai di Kantor Badan Perencanaan Pembangunan Daerah Kabupaten Bantaeng sebagai responden, tetapi yang mengembalikan kuesioner hanya 66 orang Pegawai.

Teknik Analisis Data yang digunakan pada penelitian ini meliputi uji validitas, uji realibilitas, Uji asumsi klasik, dan Pengujian hipotesis melalui uji Analisis regresi linear berganda, dan uji t (Parsial). Dimana Secara parsial penelitian ini menunjukkan bahwa Pelayanan dan Kinerja Pegawai berpengaruh positif dan signifikan terhadap Citra Organisasi di Masa Pandemi Covid-19 Pada Kantor Badan Perencanaan Pembangunan Daerah Kabupaten Bantaeng, sehingga hipotesis pertama (H1) dan hipotesis kedua (H2) diterima.

Kata Kunci : Pelayanan, Kinerja Pegawai, Citra Organisasi.

ABSTRACT

Maya Nispa, 2021, "The Influence of Service and Employee Performance on Organizational Image During the Covid-19 Pandemic At the Office of the Regional Development Planning Agency of Bantaeng Regency. Thesis majoring in Management, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Advisor I Sitti Nurbaya and Advisor II Muhammad Akib

This study aims to examine the effect of service and employee performance on organizational image during the Covid-19 pandemic at the Bantaeng Regency Regional Development Planning Agency. This study uses primary data sources, where the researchers distributed questionnaires to 72 employees at the Regional Development Planning Agency Office of Bantaeng Regency as respondents, but only 66 employees returned the questionnaires.

Data analysis techniques used in this study include validity test, reliability test, classical assumption test, and hypothesis testing through multiple linear regression analysis, and t test (partial). Where partially this study shows that Service and Employee Performance have a positive and significant effect on Organizational Image during the Covid-19 Pandemic Period at the Regional Development Planning Agency of Bantaeng Regency, so that the first hypothesis (H1) and the second hypothesis (H2) are accepted.

Keywords: Service, Employee Performance, Organizational Image.