

ABSTRACT

ANALYSIS OF POTENTIAL DEVELOPMENT, ORGANIZATIONAL CULTURE, WORK MOTIVATION, AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE PERFORMANCE

**(Survey on the Employees of Rural Banks (BPR) in the Financial Service
Authority (OJK) Tasikmalaya Region)**

By

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This research investigates the direct and relative influence of potential development, organizational culture, work motivation, and organizational commitment on employee performance within five selected Regional Rural Banks (BPRs) supervised by the Financial Services Authority (OJK) Tasikmalaya. The study also establishes the characteristic weights of these criteria and determines the priority ranking for selecting the best employee candidates. A sample of 193 employees from BPRs in the OJK Tasikmalaya region was utilized for the analysis. The research employed a sophisticated hybrid methodology combining Descriptive Analysis, PLS-SE), Fuzzy AHP, and TOPSIS. Descriptive results confirmed that respondents generally agreed with the statements related to all measured variables. However, the PLS-SEM findings revealed that only potential development, organizational culture, and work motivation significantly affected employee performance, with organizational commitment demonstrating no significant influence. Further application of the Multi-Criteria Decision-Making (MCDM) methods provided crucial insights into assessment priority. The Fuzzy AHP calculation identified work motivation as the criterion with the highest overall priority in performance appraisal, specifically highlighting the sub-criteria need for relatedness and need for competence through their maximum global weight values. Lastly, the TOPSIS analysis showed that the resulting alternative rankings were varied across three of the BPRs, indicating diverse employee strengths, while the remaining two BPRs exhibited more uniform ranking outcomes based on the calculated weights.

Keywords: *Potential Development, Organizational Culture, Work Motivation, Organizational Commitment, Employee Performance*