

## INTISARI

PTPN III Distrik Asahan merupakan salah satu perusahaan BUMN yang bergerak dalam pengelolaan komoditas perkebunan yang selalu aktif melaksanakan CSR. Perusahaan memberikan CSR kepada karyawan dan masyarakat. Karyawan turut merasakan manfaat dari CSR sehingga memberikan respon terkait pelaksanaannya. Tujuan penelitian ini yaitu: (1) Mengetahui persepsi karyawan tentang CSR eksternal dan CSR internal, (2) Mengetahui pengaruh persepsi karyawan tentang CSR eksternal dan CSR internal terhadap komitmen keorganisasian, (3) Mengetahui pengaruh persepsi karyawan tentang CSR eksternal dan CSR internal terhadap komitmen keorganisasian dengan mediasi *perceived organizational support*, (4) Mengetahui pengaruh persepsi karyawan tentang CSR eksternal dan CSR internal terhadap kinerja karyawan, (5) Mengetahui pengaruh persepsi karyawan tentang CSR eksternal dan CSR internal terhadap kinerja karyawan dengan mediasi komitmen keorganisasian, (6) Mengetahui pengaruh persepsi karyawan tentang CSR eksternal dan CSR internal terhadap kinerja karyawan dengan mediasi *perceived organizational support* dan komitmen keorganisasian. Sampel dalam penelitian ini adalah 100 orang karyawan yang bekerja di PTPN III Distrik Asahan Sumatera Utara. Penentuan sampel menggunakan metode *purposive sampling*. Data penelitian dikumpulkan melalui kuesioner dan dianalisis dengan SmartPLS. Hasil penelitian menunjukkan bahwa (1) Persepsi karyawan tentang CSR eksternal dan CSR internal tergolong sangat baik, (2) Persepsi karyawan tentang CSR eksternal dan CSR internal berpengaruh langsung dan positif terhadap komitmen keorganisasian, (3) Persepsi karyawan tentang CSR eksternal dan CSR internal berpengaruh positif terhadap komitmen keorganisasian dengan mediasi *perceived organizational support*, (4) Persepsi karyawan tentang CSR eksternal tidak berpengaruh terhadap kinerja karyawan sedangkan persepsi karyawan tentang CSR internal berpengaruh langsung dan positif terhadap kinerja karyawan, (5) Persepsi karyawan tentang CSR eksternal dan CSR internal berpengaruh positif terhadap kinerja karyawan dengan mediasi komitmen keorganisasian, (6) Persepsi karyawan tentang CSR eksternal dan CSR internal berpengaruh positif terhadap kinerja karyawan dengan mediasi *perceived organizational support* dan komitmen keorganisasian.

**Kata Kunci:** Persepsi karyawan Tentang CSR, *Perceived organizational support*, Komitmen Korganisasian, Kinerja Karyawan

## ABSTRACT

PTPN III Asahan District is a state-owned company engaged in the management of plantation commodities which is always actively implementing CSR. The company provides CSR to employees and the community. Employees also feel the benefits of CSR so that they respond to its implementation. The objectives of this study are: (1) Knowing employee perceptions about external CSR and internal CSR, (2) Knowing the effect of employee perceptions about external CSR and internal CSR on organizational commitment, (3) Knowing the effect of employee perceptions about external CSR and internal CSR on commitment. Organizational mediation with perceived organizational support, (4) Knowing the influence of employee perceptions about external CSR and internal CSR on employee performance, (5) Knowing the effect of employee perceptions on external CSR and internal CSR on employee performance by mediating organizational commitment, (6) Knowing the influence employee perceptions of external CSR and internal CSR on employee performance by mediating perceived organizational support and organizational commitment. The sample in this study amounted to 100 employees who were selected using purposive sampling method. The research data were collected through a questionnaire and analyzed using SmartPLS. The results showed that (1) employees' perceptions of external and internal CSR were very good, (2) Employees' perceptions of external CSR and internal CSR had a direct and positive effect on organizational commitment, (3) Employees' perceptions of external CSR and internal CSR had an effect. positive influence on organizational commitment by mediating perceived organizational support, (4) Employees' perceptions of external CSR have no effect on employee performance while employee perceptions of internal CSR have a direct and positive effect on employee performance, (5) Employee perceptions of external CSR and internal CSR have a positive effect on employee performance by mediating organizational commitment, (6) Employee perceptions of external CSR and internal CSR have a positive effect on employee performance by mediating perceived organizational support and organizational commitment.

**Keywords:** Employee Perception on CSR, Perceived Organizational Support, Organizational Commitment, Employee Performance