

ABSTRAK

I Ketut Sutaryasa (2026), *Pengaruh Budaya Kerja, Kompensasi, dan Pemanfaatan Teknologi Informasi terhadap Kinerja Pegawai Penyuluh (Studi Kasus di Balai Besar Riset Budidaya Laut dan Penyuluhan Perikanan, Buleleng-Bali)*. Tesis, Program Pascasarjana Ilmu Manajemen, Universitas Pendidikan Ganesha.

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Kata-kata kunci: Budaya Kerja, Kompensasi, Pemanfaatan Teknologi Informasi, Kinerja Pegawai Penyuluh.

Penelitian ini bertujuan untuk menganalisis pengaruh budaya kerja, kompensasi, dan pemanfaatan teknologi informasi terhadap kinerja pegawai penyuluh pada Balai Besar Riset Budidaya Laut dan Penyuluhan Perikanan, Buleleng-Bali. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 167 responden yang dipilih secara proporsional dari setiap provinsi wilayah kerja. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Statistical Package for the Social Sciences (SPSS) dengan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa budaya kerja berpengaruh positif dan signifikan terhadap kinerja pegawai penyuluh. Kompensasi juga berpengaruh positif dan signifikan terhadap kinerja pegawai, demikian pula pemanfaatan teknologi informasi yang terbukti meningkatkan efektivitas, efisiensi, dan kualitas pelaksanaan pekerjaan. Secara simultan, budaya kerja, kompensasi, dan pemanfaatan teknologi informasi berpengaruh positif dan signifikan terhadap kinerja pegawai penyuluh. Temuan ini menunjukkan bahwa peningkatan kinerja pegawai dapat dicapai melalui penguatan budaya kerja, penerapan sistem kompensasi yang adil, serta optimalisasi pemanfaatan teknologi informasi dalam mendukung pelaksanaan tugas penyuluhan secara efektif dan berkelanjutan.

ABSTRACT

I Ketut Sutaryasa (2026). The Influence of Work Culture, Compensation, and Information Technology Utilization on the Performance of Extension Officers (A Case Study at the Center for Marine Aquaculture Research and Fisheries Extension, Buleleng, Bali). Master's Thesis, Graduate Program in Management Science, Universitas Pendidikan Ganesha.

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Keywords: Work Culture, Compensation, Information Technology Utilization, Extension Officers' Performance.

This study aims to analyze the influence of work culture, compensation, and information technology utilization on the performance of extension officers at the Center for Marine Aquaculture Research and Fisheries Extension, Buleleng, Bali. The study employed a quantitative research approach using a survey method. The sample consisted of 167 respondents selected proportionally from each province within the institution's operational areas. Data were collected through questionnaires and analyzed using the Statistical Package for the Social Sciences (SPSS), including validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2).

The results indicate that work culture has a positive and significant effect on the performance of extension officers. Compensation also has a positive and significant effect on employee performance. Likewise, information technology utilization significantly improves the effectiveness, efficiency, and quality of work performance. Simultaneously, work culture, compensation, and information technology utilization have a positive and significant effect on the performance of extension officers. These findings suggest that improving employee performance can be achieved by strengthening organizational work culture, implementing a fair and performance-based compensation system, and optimizing the utilization of information technology to support extension activities effectively and sustainably.