

ABSTRACT

This study aims to analyze and understand organizational commitment among employees at PT Bank Rakyat Indonesia (Persero) Tbk Branch Office (BO) Bulukumba under Regional Office (RO) Makassar, particularly based on the three dimensions of organizational commitment: affective commitment, normative commitment, and continuance commitment. Organizational commitment is an important factor in enhancing employee loyalty, work involvement, and performance, especially in the banking sector which is characterized by high work demands and intense competition. This research employed a qualitative approach using a descriptive method. Data were collected through in-depth interviews, observation, and documentation. The informants consisted of five individuals, including two operational employees, two unit supervisors, and one human resource staff member at PT Bank Rakyat Indonesia BO Bulukumba. The data were analyzed using qualitative descriptive analysis involving data reduction, data presentation, and conclusion drawing. The findings indicate that organizational commitment among employees at PT Bank Rakyat Indonesia BO Bulukumba is formed through the integration of the three dimensions of commitment. Affective commitment is reflected in employees' emotional attachment, sense of pride, and willingness to remain part of the organization. Normative commitment is demonstrated through a sense of moral obligation and loyalty toward the organization. Meanwhile, continuance commitment arises from rational considerations related to economic benefits, job security, and career development opportunities provided by the organization. This study concludes that the interaction among these three dimensions of organizational commitment plays a significant role in shaping employee loyalty and organizational stability. Therefore, organizations need to strengthen organizational culture, supportive leadership, and employee development systems to enhance sustainable organizational commitment.

Keywords: *organizational commitment, affective commitment, normative commitment, continuance commitment, banking sector.*