

## ABSTRACT

### THE INFLUENCE OF ORGANIZATIONAL CULTURE AND WORK DISCIPLINE ON THE WORK PRODUCTIVITY OF PT EMPLOYEES. FINANCE MULTI FINANCE BANDAR LAMPUNG

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Harmony and balance in organizational culture as well as a good level of work discipline make a positive contribution to the company, which has an impact on increasing employee productivity. The purpose of this research is to determine the influence of Organizational Culture and Work Discipline on Productivity.

The research method used in this study is quantitative with an associative approach, using multiple linear regression analysis. The population involved in the research included 45 employees, selected through a purposive sampling technique with a focus on marketing employees, which ultimately resulted in a sample of 33 employees.

organizational culture and work discipline have a positive influence on employee work productivity by 86.2 percent. Company leaders need to emphasize the implementation of strict and written regulations, as well as creating a clear and positive organizational culture, in order to increase work productivity at PT. Finansia Multi Finance Bandar Lampung.

**Keywords:** *Organizational Culture, Work Discipline and Productivity.*

