

ABSTRAK
**THE INFLUENCE OF ORGANIZATIONAL CULTURE ON EMPLOYEE
PRODUCTIVITY IN LAMPUNG POST**

By

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One company that still maintains print media and is starting to transform into digital media is PT. Masa Kini Mandiri (Lampung Post), which always tries to maximize the productivity of its employees, one of the ways taken by the editorial leadership to increase productivity is by reinforcing work culture in the organization . This research aims to examine the influence of organizational culture on employee productivity with job satisfaction as a moderating variable. Research was conducted on 57 editorial employees at Lampung Post . Data analysis used the Structural Equation Modeling (SEM) test with the alternative partial least squares (PLS) method using SmartPLS software. The research results prove that the variables of organizational culture and job satisfaction, both simultaneously and partially, have a positive and significant effect on employee productivity. Apart from that, the job satisfaction variable is a moderating variable in the relationship between the influence of organizational culture on employee productivity in the editorial department on Lampung Post .

Key words: *Organizational culture Productivity Job satisfaction*