

ABSTRACT

THE EFFECT OF WORK MOTIVATION AND ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE IN PT. TIGA SERANGKAI BANDAR LAMPUNG

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PT. Tiga Serangkai Bandar Lampung is located at Jl. Sultan Agung No. 3/44 Sepang Jaya Bandar Lampung. It is one of the companies operated in printing and publishing books that have a role in advancing and improving the quality of human resources. PT. Tiga Serangkai Bandar Lampung has several divisions with various positions in each. The purpose of the study was to determine the effect of work motivation and organizational culture on the employee performance. The problem in this study was the employee performance which was not achieved as expected by the company. The type of the study was a quantitative study. The method of determining the sample in this study used the multiple linear regression. The population in this study was all employees of PT. Tiga Serangkai Bandar Lampung as many as 34 employees. This study used the multiple linear regression formula. The path analysis test result showed that the work motivation and the organizational culture affected the performance of the employees at PT. Tiga Serangkai Bandar Lampung.

Keywords: Work Motivation, Organizational Culture and Employee Performance

