

ABSTRACT

The success of an organization is closely associated with the quality of the performance from its members, so the organization is required to constantly develop and improve the quality of the performance from its members. The result of High Performance is High Productivity, So the organization should consider improve the performance of its members to make the organization better. The Improvement of performance from its members are also have a close relation with how to organization develop its organization culture, which every organization has a characteristic that differentiates it from other organizations. The Characteristic of culture becomes identity of organization, which called the organizational culture.

The Telkomsel Way is a belief system which will continue to be built and developed as an organizational culture by PT.Telkomsel to make PT.Telkomsel always be a winner with the growth of competitive and sustainable. The System consists of Philosophy to be the Best, Principles to be the star and Practices to be the Winner.

This study purpose to analyze how the organizational culture in PT. Telkomsel, How the performance of employees at PT. Telkomsel, and how the influence of organizational culture "The Telkomsel Way" on the performance of employees at PT. Telkomsel in area 2 Jabodetabek Jabar. The research data was obtained with using method result of the response from employees at PT Telkomsel in area 2 Jabodetabek Jabar and other researches relevant

Furthermore, Data are examined through statistical analysis technique. The technique is used in this research is path analysis using SPSS. The unit analysis in this study using sample 100 employees at PT. Telkomsel in area 2 Jabotabek Jabar. This study shows that the dimensions of organizational culture which consists of Practices to be the winner, Principles to be the star and Philosophy to be the best simultaneously have significant influence on performance. Where the test criteria is, reject H_0 if F count $\geq F$ tables, accept H_0 in the other side. F table is obtained from the F distribution tables = 5% and degrees of freedom $db1 = k$, and $db2 = nk-1$, F table = 2,699 and the result of the test is obtained F count = 51 285.

Meanwhile, partially the t value for each variable in the organizational culture consists of Practices to be the winner, Principles to be the star and Philosophy to be the best is more than t table = 1.985. It means variables from Practices to be the winner, Principles to be the star and Philosophy to be the best have a significant impact on performance separately. And the variable which most significant impact on performance is Philosophy to be the best at $t = 3602$.

Keywords: organizational culture, employee performance, The Telkomsel Way