

ABSTRACT

The purpose of this research is to analyze the influence of organization culture and employee's job satisfaction toward employee's job performance. The analytical unit is a total sampling of 70 employees of Suara Muslim Radio Network. The data is collected using a questionnaire with 58 questions. The analysis technique is path analysis, and the data is calculated using SPSS Version 20 for Windows.

Descriptive statistical analysis showed that the level of organization culture is 78,95% considered as strong, the level of employee's job satisfaction is 78,89% considered as high, and the level of employee's job performance is 80,48% considered as high. The results of path analysis proved that organization culture and employee's job satisfaction as dependent variables have simultaneously significant effect toward the employee's job performance as independent variable at 69,70%. Partially, organization culture has insignificant effect at 13,50%, while employee's job satisfaction has significant effect on the employee's job performance at 72,20%.

The implications of this research, management of Suara Muslim Radio Network should put more attention on team orientation and work quantity as characteristics with the least dominations in organization culture and employee's job performance. The suggested programs are trainings, campaigns, and employee development to build team orientation and to improve work competence.

Keywords: *organization culture, employee's job satisfaction, employee's job performance.*