

ABSTRACT

Human resources have the importance of a reality that every human individual is the most important element because it is always there in an organization. With good human resource management, a company can create a performance improvement there are several factors that contribute and influence, namely the application of organizational culture and motivation to employees.

This study aims to determine how organizational culture, motivation and employee performance at the West Java Regional Office Life Insurance with Bumiputera 1912. And to find out how much influence the organizational culture and motivation on employee performance

The research method used is quantitative method. The type of analysis used is descriptive. The sample in this research is saturated sample amounted to 32 employees. Data collection was done by means of questioners. Data processing is done by using SPSS 20.0 software.

Based on the results of data analysis, it is known that organizational culture and motivation influence partially or simultaneously on employee performance and is in high category West Java Regional Office Life Insurance Together Bumiputera 1912.

Based on the results of the research, to improve employee performance, West Java Regional Office AJB Bumiputera 1912 should provide support to employees to develop creativity in him while working and pay attentions to employees working hours.

Keywords: Organizational Culture, Motivation, Employee Performance