

## **ABSTRACT**

*This research aims to determine, analyze, and describe the influence of organizational communication flow which is reviewed through Katz & Kahn's theory of organizational communication flow and organizational culture of PT. Kolaborasi Global Sukses/GoWork, namely INVENT (Inclusive, Vigorous, Entrepreneurial, Noble, Thankful) on the employee performance is measured using the performance measurement concept from Edison, Anwar, and Komariyah. This research uses causality method with quantitative approach. Sampling was carried out using a questionnaire method and processed using a proportionate stratified random sampling technique. The data collection techniques using primary data and secondary data. The data analysis technique uses validity test, reliability test, method of successive interval (MSI) test, classical assumption test which includes normality test, heteroscedasticity test, and multicollinearity test, as well as hypothesis testing which includes F test or simultaneous significance test and t test or partial significance test, correlation coefficient test, coefficient test determination, and multiple linear regression analysis.*

*The research that has been carried out shows the results that the flow of organizational communication and organizational culture has a positive and significant effect either partially or simultaneously on the employee performance at PT. Kolaborasi Global Sukses/GoWork. This research is expected to be a reference in implementing the flow of communication and culture within the organization in order to improve employee performance in the company. This research is also expected to be the basis for further research, especially in terms of measuring communication flow, organizational culture, and performance.*

**Keywords:** *organizational communication flow, organizational culture, performance, coworking space*