

## ABSTRACT

Competition in business sector is increasingly complex so companies are required to have a competitive superiority. One of the ways that can be taken is to maximize human resources in a company. Implementation of organizational culture becomes an important part, if implemented properly. It can improve employee performance which will have an implication for increasing company income. Implementation of culture at PT. Sarana Yুক্তi Bandhana is conducted through various activities. Along with the implementation of this culture, in 2017 there has been a significant decrease in performance. Therefore, it is necessary to conduct a research aiming at discovering how strong the corporate culture, how high the employee performance and how huge the influence of organizational culture both simultaneously and partially toward employee performance.

The data analysis technique used this research is path analysis. The research method used is *non-probability sampling* survey technique which provides equal opportunities for each member of population to be used as a saturation sampling method which 55 employees of PT. Sarana Yুক্তi Bandhana. In this research, data were collected using a questionnaire containing 40 statements related to organizational culture and employee performance. The results of the descriptive analysis show that the percentage value of organizational culture factors is high, where the value of the satisfaction variable is 80.05%, the commitment variable is 78.40%, the advocacy variable is 78.06%, and the percentage value of employee performance is also high which reach 80.72%. The results of path analysis show that partially the satisfaction and commitment do not have significant effect on employee performance, while advocacy has a significant effect on employee performance by 46.8%.

The results of the study partially show that organizational culture factors have a positive effect on employee performance with a value of 34% where other values are influenced by other variables outside of this research.

**Keywords:** organizational culture, employee performance