

ABSTRACT

This study aims to determine the effect of achievement motivation and organizational culture on employee performance both partially and simultaneously at PT. Smartfren Bandung. The method used is descriptive research method and verification with the number of samples in this study were 81 respondents. Data collection techniques used were observation, interviews, and distributing questionnaires. The analytical method used is multiple linear regression, multiple correlation and coefficient of determination.

The results showed that achievement motivation, organizational culture and employee performance at PT. Smrartfren Bandung can be said to be quite good. Achievement motivation and organizational culture have a strong influence on improving employee performance by 67.9%. Very strong variable influence is organizational culture with a coefficient of 60.7%. Whereas achievement motivation is 7.2%, and the rest are other variables not examined.

Keywords: Achievement Motivation, Organizational Culture, and Employee Performance