***ABSTRACT***

*This research is motivated by the job dissatisfaction and the lack of performance of some permanent lecturers at School of Applied Sciences Telkom University. In addition, leaders at School of Applied Sciences Telkom University were considered not fully implementing the values ​​of transformational leadership and the values ​​of organizational culture were considered not fully implemented at School of Applied Sciences Telkom University. This study aims to conduct an analysis of the effect of transformational leadership and organizational culture on job satisfaction and its impact on the performance of permanent lecturers at School of Applied Sciences Telkom University. Data collection is done by distributing questionnaires to a sample of 62 permanent lecturers from the study programs of D3 Manajemen Informatika, D3 Komputerisasi Akuntansi, and D3 Teknik Komputer, in which the number of samples is determined by using the Non-Probability Sampling technique. The data obtained is processed by using SPSS and analyzed by using Path Analysis. The results of study showed that transformational leadership and organizational culture significantly influence job satisfaction. In addition, the results of study also showed that job satisfaction significantly influences performance. Based on the results of study, the effect of transformational leadership on job satisfaction is 19.8%, the effect of organizational culture on job satisfaction is 34.4%, the effect of transformational leadership and organizational culture simultaneously on job satisfaction is 54.2%, and the effect of job satisfaction on performance is 41.8%.*

*Keywords: Transformational Leadership, Organizational Culture, Job
 Satisfaction, Performance*