

ABSTRACT

This study is motivated by the performance issues of employees at PT. Samsan Intertex in Bandung Regency. The research problem is the suboptimal employee performance caused by low organizational culture and work motivation. Organizational culture and work motivation are factors suspected to influence employee performance. The purpose of this study is to determine the effect of organizational culture and work motivation on employee performance at PT. Samsan Intertex, Bandung Regency. This study uses a quantitative approach with descriptive and verificative designs. Data were collected through the distribution of questionnaires filled out by 87 Karyawants, who are employees of PT. Samsan Intertex. To analyze the data, multiple linear regression analysis was used with the help of SPSS software. The results of the study show that both organizational culture and work motivation significantly affect employee performance simultaneously, with a contribution of 75.5%. Partially, organizational culture contributes 36.5%, while work motivation contributes 39.0%. These findings emphasize the importance of both factors in improving employee performance, which can serve as a basis for the company to develop more effective performance improvement strategies.

Keywords: *Organizational Culture, Work Motivation, Employee Performance.*