

ABSTRACT

This research aims to determine the influence of leadership and organizational culture on employee performance at PT Loka Karya Innovation Bersama (JUBELO) Bandung. In this research, leadership and organizational culture are factors that are thought to influence employee performance. This research was conducted based on employee performance assessment data at PT. Joint Innovation Workshop (Jubelo) Bandung. The method used in this research is descriptive and verification analysis, the sampling technique used is non-probability sampling (saturated sample) with a sample size of 98 respondents. The data collection techniques used were observation, interviews and distributing questionnaires. Testing of research instruments uses validity and reliability tests. The data analysis methods used are multiple linear regression, multiple correlation, method of successive interval (MSI), coefficient of determination, and hypothesis testing. The results of the research using the method used show that there is both partial and simultaneous influence. The research results show that the influence of leadership on employee performance is 36.2%. Then organizational culture has an influence on employee performance, namely 34.7%. Simultaneously, the influence of leadership and organizational culture on employee performance at PT Loka Karya Innovation Bersama (JUBELO) Bandung is 70.9%, then the remaining 29.1% is other factors that were not studied.

Keywords : Leadership, Organizational Culture, Employee Performance