

ABSTRACT

***THE INFLUENCE OF ORGANIZATIONAL CULTURE AND JOB SATISFACTION
ON THE PERFORMANCE OF NON-MANAGERIAL EMPLOYEES AT BANK BJB
SINGAPARNA BRANCH***

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The aim of this research was to determine the impact of organizational culture and job satisfaction on the performance of non-managerial employees at Bank BJB, Singaparna Branch. This was a quantitative study using a survey research method, and the sampling technique employed was a census technique. The data used comprised primary data obtained through interviews and questionnaires, as well as secondary data obtained from company documents. The analytical tool used is multiple regression. The results of the study indicated that there was an influence of organizational culture and job satisfaction on the performance of non-managerial employees at Bank BJB, Singaparna Branch. Therefore, it was recommended that the company maintain its organizational culture and job satisfaction effectively.

Keywords: organizational culture, employee satisfaction, and employee performance.

ABSTRAK

PENGARUH BUDAYA ORGANISASI DAN KEPUASAN KERJA TERHADAP KINERJA KARYAWAN NON-MANAJERIAL BANK BJB KANTOR CABANG SINGAPARNA

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Tujuan penelitian ini untuk mengetahui pengaruh budaya organisasi dan kepuasan kerja terhadap kinerja karyawan pada karyawan non-manajerial Bank BJB Kantor Cabang Singaparna. Penelitian ini bersifat kuantitatif dengan metode penelitian survey, sedangkan teknik pengambilan sampel yang digunakan adalah teknik sensus. Data yang digunakan merupakan data primer yang didapat melalui wawancara dan kuesioner, dan data sekunder yang didapat dari dokumen perusahaan. Alat analisis menggunakan regresi berganda. Hasil penelitian menunjukkan bahwa terdapat pengaruh budaya organisasi dan kepuasan kerja terhadap kinerja karyawan pada karyawan non-manajerial Bank BJB Kantor Cabang Singaparna. Maka perusahaan disarankan mempertahankan budaya organisasi dan kepuasan kerja dengan baik.

Kata Kunci: budaya organisasi, kepuasan kerja dan kinerja karyawan.