

ABSTRACT

CV Rabbani Asysa a Muslim fashion brand which is now widely known by the people of Indonesia .. This study aims to determine how the influence of Quality of Work Life on employee performance.

This research is a quantitative research study associative, which means the data is the data in the form of numbers, or quantitative data and associative meaning diangkakan this study was aimed to explore the influence or relationships among variables that exist.

Results of this study was as follows:

- 1) Response respondents CV Rabbani Asysa Branch Buahbatu thoroughly about the quality of working life consists of the communication factor, compensation, and organizational culture is good*
- 2) Response respondents regarding employee performance CV Rabbani Asysa Branch Buahbatu is good.*
- 3) The communication factor partially no significant effect on employee performance CV Rabbani Asysa Buahbatu Branch.*
- 4) Factor kompensai partially no significant effect on employee performance CV Rabbani Asysa Buahbatu Branch.*
- 5) organizational culture factors partially no significant effect on employee performance CV Rabbani Asysa Buahbatu Branch.*
- 6) The independent variable, namely the Quality of Work Life is composed of communication, compensation, and organizational culture together significantly influence the dependent variable is the performance of employees.*

Keywords: Quality of Work Life, organizational culture, communication, compensation, performance.