

## **ABSTRACT**

*Based on data obtained from the Directorate of Human Capital & Finance PT. Pojok Celebes Mandiri (Pointer), the performance appraisal data of 2015 and 2016 shows a decrease in the numbers of employees who are in category P1 and there are still P4 and P5 which shows employee performance below expectation. This decrease in performance has become one of the indications of low job performance. In addition, from sales and income data, it is known that nominal realization of Pointer product sales and its revenue does not reach the target set by management. Even throughout 2017, the realization of sales and revenues continued to decline compared to the achievement of the same period in the previous year. Decline in employee performance can be caused by several factors such as organizational culture, job satisfaction, and leadership in the company. This is evidenced by the results of preliminary research indicating that there are still many employees who have not understood the company's corporate culture, there are still many employees who are not satisfied working in the company and there are many employees who feel the leadership in the company is still not good.*

*This study aims to determine the effect of organizational culture, job satisfaction, and leadership on employee performance in pointers. This study uses primary data obtained from the distribution of questionnaires to 67 respondents who are all employees in all divisions.*

*The data in this study were obtained from a questionnaire containing 53 statements using a likert scale related to organizational culture, job satisfaction, and leadership on employee performance in pointers. Data processing techniques using software IBM SPSS for windows version 24. Techniques Data analysis used is descriptive research and multiple linear regression.*

*From this research R square generated equal to 0,549 meaning that organizational culture, job satisfaction, and leadership influence to employee performance equal to 54.9%. Based on the results of data calculations obtained that the F test organizational culture, job satisfaction and leadership have positive and significant impact on employee performance simultaneously with the value of Fhitung (25,560) > Ftable (2.76). In addition, based on the calculation of T test for job satisfaction and leadership does not significantly affect the performance of employees with the value of each tcount (0.778) < ttable (1,997) and titung (0.044) < ttable (1.997), and for organizational culture have positive and significant to employee performance with tcount (5,770) > ttable (1,997).*

*The conclusion of this research is that to improve employee performance in pointers, the company should pay attention to the main things that felt less like aggressivity, teamwork, support from leader, and payment problems such as salary and bonus. Meanwhile, for further research it is advisable to use a sharper analytical technique such as path analysis or SEM.*

*Keywords: organizational culture; job satisfaction; leadership; employee performance*