

ABSTRACT

Every year, the amount of competition between companies continues to increase as is in the case with internet providers. This certainly creates competition between companies and creates competition in winning the hearts of consumers. Unique innovations are always carried out in order to achieve these goals, but there are still many other companies that do not realize the opportunities from these innovations. The same is the case with the bureaucratic culture that arises within the company, making the company and its employees bound by policies and obligations.

The purpose of this study was to analyze how the variables of Bureaucratic Culture and Innovation Culture affect employee performance in Indihome which is located in Surabaya to find out how much influence this variable has. Bureaucratic culture and innovation culture within the organization have an effect on employee performance. These two variables are needed to support entrepreneurial character so that companies can sustain market conditions that are increasingly crowded with new competitors.

The research method used was quantitative with descriptive and correlational presentation. Data obtained from questionnaires distributed to 63 respondents at managerial level. A decision maker (Tier 2 company) is chosen who can influence his subordinates with entrepreneurial awareness within the company.

The results of this study are expected that by knowing the bureaucratic culture and innovation culture within the company, employees can understand how it affects employee performance so that it can be a lesson for other business startups to become a sustainable company.

Keywords: Bureaucratic culture, innovation culture, employee performance, entrepreneurship