

ABSTRACT

Dahan Kopi is a business engaged in the food and beverage sector with a special specialty, namely coffee drink products. Dahan Kopi has been established since 2015 and until now Dahan Kopi has a special goal, namely to become a pioneer coffee shop segmented in Bandung Regency. The purpose of this study was to determine the positive or negative relationship between organizational culture and physical work environment on job satisfaction of Dahan Kopi employees.

The method used in this study is a quantitative method by distributing questionnaires to respondents as a reference for primary data which will later be processed using the SPSS version 29 application.

The results of the study showed that there was a simultaneous positive relationship between organizational culture and physical work environment on job satisfaction of Dahan Kopi employees with descriptive analysis showing that the job satisfaction variable was at a score of 86.72% with a very good category, the organizational culture variable was at a score of 85.2% with a very good category, and the physical work environment was at a score of 80.77% with a good category.

Key word: Organizational Culture, Physical Work Environment, Job Satisfaction