

ABSTRACT

This research is based on the importance of organizational culture in shaping employee behavior and performance in an institution. At Telkom University, organizational culture reflects the values, beliefs, and norms that guide every action and interaction of employees in the organization. A strong culture that is aligned with organizational goals is believed to improve employee performance and job satisfaction. Therefore, this study was conducted to analyze the extent of the influence of organizational culture on employee performance, with the aim of providing insight for the development of more effective managerial strategies in the academic environment.

This research uses descriptive and quantitative methods, with data collection through questionnaires distributed to Telkom University employees. The questionnaire was designed to measure the variables of organizational culture, employee performance, and job satisfaction. The data obtained were then analyzed using Structural Equation Modeling (SEM) techniques, to test the relationship between variables. In addition, an organizational culture assessment was conducted using the Organizational Culture Assessment Instrument (OCAI) to map the current form of culture at Telkom University.

The results showed that organizational culture at Telkom University has a positive and significant influence on employee performance and job satisfaction. This finding has important implications for Telkom University management in an effort to strengthen organizational culture to improve employee performance and employee job satisfaction. Thus, management can develop more targeted strategies to create a work environment that supports the overall success of the organization.

Keywords: Organizational Culture, Employee Performance, Job Satisfaction, Telkom University, Structural Equation Modeling (SEM), Organizational Culture Assessment Instrument (OCAI).