

PT Bareksa is a pioneer in integrated financial and investment marketplace services in Indonesia. Since obtaining an official license from the Financial Services Authority (OJK) in 2016, Bareksa has become a Mutual Fund Selling Agent offering mutual fund products from various reputable investment managers. Additionally, with a significant market share, Bareksa is also trusted by many investors in Indonesia. The purpose of this research is to identify and analyze the influence of organizational culture and authentic leadership on employee performance through knowledge management.

In this study, the method used is a quantitative approach with a descriptive causality research type. The number of respondents was 200 people. The data analysis technique employed was descriptive analysis and path analysis.

The results of the study indicate that, both partially and simultaneously, organizational culture and authentic leadership through knowledge management have a significant impact on improving employee performance. Organizational culture, authentic leadership, and knowledge management are able to explain 67.4% of the influence, while the remaining 32.6% is influenced by other factors. Descriptively, all variables are in a very good position. The implication of this research is the need for strengthening organizational culture supported by authentic leadership and implemented through knowledge management to encourage performance improvement.

Keywords: *Organizational Culture, Authentic Leadership, Knowledge Management, and Employee Performance.*