

ABSTRACT

Ulin Ni'matur Rosyidah, 2015, THESIS, Title: "Influence of Organizational Culture and Motivation of Employee Performance (Case Study at the Merdeka University of Malang)

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Organization is a means in which there are human resources, the human resources as a manager or driver to achieve a goal. To support the achievement of organizational goals, is necessary to the determination and the establishment of an organizational culture in which there are values and norms that should be adopted to guide the way of thinking and acting by employees and motivation as the encouragement of behavior in line with expectations, so as to make human resources more qualified and professional. By understanding the organizational culture and motivation, is expected to improve employee performance. The purpose of this study was to determine the influence of organizational culture and motivation of employee performance UNMER Malang.

This study uses a quantitative approach. Sampling was based on simple random sampling technique, whereas samples taken in this study are employees UNMER Malang, as many as 70 respondents. Analysis of the data used in this research is multiple linear regression analysis.

The results showed that the variables of organizational culture and motivation have a simultaneous effect on employee performance. partially, the variable of organizational culture positive and significant impact, while the motivational variables have a positive influence but not significant on employee performance. the results of tests dominant, dominant variables on the performance of employees is the variable of organizational culture. Thus researchers suggest to improve the motivation of employees, so that the employee's performance can be maximized.