

## **ABSTRACT**

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### **THE IMPACT OF ORGANIZATIONAL CULTURE TOWARDS EMPLOYEE'S PERFORMANCE AT HIDE**

(xii+54 pages; 3 figures; 28 tables)

In this present day, employees is one of the most crucial aspects in the success of a company. This aspect also implies to family business company like Hide. In order to enhance the work performance of employees, one of the factors that can be taken into account is organizational culture. The performance of Hide's employees has been dull. The purpose of this research is to investigate the effect of organizational culture on employee's performance at Hide. This research implemented descriptive analysis method with the data that is obtained from questionnaires. The sample of this research is 60 employees. This research applies linear regression analysis. The result analysis shows that organizational culture have a positive significant effect on the employee's performance with the result of hypothesis is  $H_a$  accepted. This shows that performance of the employees at Hide is significantly affected by organizational culture.

**Keywords: Organizational culture, Employee's Performance, Family Business.**

References: 19