

ABSTRACT

This research is aimed to study the Organizational Culture of E-Commerce companies in Indonesia and its influences on the employee work outcomes and performances. The research model that is used in this research presents, satisfaction at work, productivity at work and quality of work as the consequences of organizational culture. Also, profitability and growth and organizational innovation is hypothesized as the outcome of the three variables mentioned.

The sample group that will be used in this research consisted of 230 current employees of two largest E-Commerce companies in Indonesia, focusing on both male and female, permanent employees with one year of minimum working experience as the target group.. All members of the population who met the selection criteria will be approached to ask for their willingness to participate in the study.

A questionnaire is the instrument in this study, comprising closed-ended question, Likert matrix questions and open-ended questions. The SmartPLS 3.0 will be used to analyze the data. Descriptive statistics in terms of percentage, mean and standard deviation will be applied to analyze the data. The result of this study provide evidence and support for the research model and it concluded with several conclusions and implications.

Keywords: Organizational Culture, Employee Work Outcomes, Performances.