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## Session: Management

86 articles

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### Proceedings Article

## A Literature Review on the Influence of Sales Promotion, Shopping Lifestyle, Store Atmosphere, and Hedonic Shopping Motivation toward Unplanned Purchase

Cetya Prima Nasrul, Yasri Yasri

This research was motivated by one of the goals of the development of the retail sector in Indonesia. This study aims to collect and analyze published articles about sales promotion, shopping lifestyle, store atmosphere, hedonic shopping motivation and unplanned purchases.

Research design is a literature...

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### Proceedings Article

## Individual Financial Management Behaviour of Productive Age in Padang

Erni Masdupi, Rosyeni Rasyid, Rahmiati Rahmiati

The purposes of this research are: 1) to analyze the profile of financial management behavioral of productive age in Padang, West Sumatra; 2) to

compare and analyze the profile of financial management behavior that includes groups of active college students; graduated from college but not working yet;...

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Proceedings Article

## The Influence Marketing Mix, Islamic Tourism and satisfaction to Visitor Loyalty: A Literature Review

Maltio Maltio, Yunia Wardi

This research is motivated by one of the construction sector development goals in Indonesia is tourism sector. Besides that, according to Battaour and Ismail (2016) and Shafaei (2017) that halal tourism is an interesting topic in recent studies. This is more interesting when Indonesia as a Muslim-majority...

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Proceedings Article

## Effect of Country of Origin, Celebrity Endorser and eWOM on Purchase Intention

Serli Ayuma, Vidyarini Dwita

Recent technological development comes to the trend of the internet which

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in uences emotional uctuation, changes in behaviour and lifestyle of teenagers in Indonesia. Changes in lifestyle of Indonesian's teenagers affect the taste of Indonesian market so that imported products are more in demand recently....

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Proceedings Article

## The Effect of Marketing Mixing Services on Decision of Saving Again

Yuza Eka Putra, Yasri Yasri, Dina Patrisia

This research is motivated by savings products, prices, places, promotions, people, processes and physical evidence owned by PT. BPR Batang Kapas toward the customer's decision to save money is still low and the balance of savings obtained from bookkeeping still has an up and down (uctuating) status....

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Proceedings Article

## Antecedents of Batik Tanah Liek Consumer Purchase Intention

Astra Prima Budiarti, Yunita Engriani, Yasri Yasri

This study aims to examine the in uence of the segment of product innovation, such as product feature innovation, product packaging innovation, and product uniqueness innovation, and then competitiveness toward consumer purchase intention on Batik Tanah Liek product. The proposed model was tested among...

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#### Proceedings Article

### The Influence of Perceived of Usefulness, Perceived Ease of Use, and Perceived Security on Repurchase Intention at Tokopedia.com

Azmen Kahar, Yunia Wardi, Dina Patrisia

This study aims to analyze the influence of perceived of usefulness, perceived ease of use, and perceived of security to the intention of repurchase On

Tokopedia.com. This type of research is causative research looking at the effect of independent variables ie. perceived of usefulness, perceived ease...

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#### Proceedings Article

### The Effect of Transformational Leadership, Discipline and Work Motivation on Employee Performance at West Sumatera BPMP

Devi Mustika Jaya, Erni Masdupi, Marwan Marwan

This study aims to analyze the influence of Transformational Leadership, Discipline and Work Motivation on Employee Performance in West Sumatra BPMP. Samples were taken as many as 56 people with total sampling technique. In this study the sample is all West Sumatra BPMP employees. The results of the...

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## Understanding Open Innovation in Large Firms: A Co-citation Bibliometric Analysis

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The open innovation has received increased attention from the academic and practitioner community as a result of more collaborative approaches to innovation together with rapid advances in the application of internet technologies in support of innovation activities. There have been significant developments...

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## The Effect of Compensation, Education Levels, and Job Satisfaction on Organizational Commitments to Teachers of SMPN in Padang Panjang

Novlinda Novlinda, Syamsul Amar, Dina Patrisia

This study aims to analyze the effect of compensation, education level and job satisfaction on organizational commitment to teachers of SMP in Padang Panjang City. This research is included in causative research with Path analysis techniques. The population in this study were all SMPN teachers in Padang...

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## Marketing Strategy Factors In Decision of Sharia Bank Customers In West Sumatera

Himyar Pasrizal

Prospective customers make many factors as reasons so they deal and become customers of a sharia bank. One factor that becomes a theoretical consideration is the marketing strategy developed by Islamic banks themselves. However, the results of previous studies have shown inconsistent results in which

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results of previous studies have shown inconsistent results in which...

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## Effect of Compensation and Career Development on Turnover Intention: Job Satisfaction as a Mediation Variable

Aulia Rahman, Syahrizal Syahrizal

Although considerable research report has been devoted to understanding work attitudes, behaviors and outcomes regarding turnover intentions, little has been done to explore it across deferent professions. This study takes a step in this direction and examines the effect of compensation and career development...

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## The Effect of Transformational Leadership and Organizational Climate on Organizational Citizenship Behaviors (OCB): The Role of Intrinsic Motivation as Mediation (In Human Resources Development Centre at Ministry of Home Affairs)

Eka Saputra, Erni Masdupi, Syahrizal Syahrizal

The purpose of this study to analyze the effect of factors that influence Organizational Citizenship Behavior (OCB) Employees of the Regional Ministry of Home Affairs Human Resource Development Centre; Transformational Leadership, Organizational Climate and Intrinsic Motivation. The sample in this study...

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Proceedings Article

## Impact of Organizational Culture and Organizational Commitment to Employee Performance through Job Satisfaction in Digital Era

Sri Langgeng Ratnasari, Gandhi Sutjahjo, Adam Adam

The purpose of this research is to determine the condition and performance of the organization on employee performance through job satisfaction at PT. PEB Batam. The research method uses descriptive analytical method, this type of research is descriptive and descriptive, namely this research is descriptive...

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### Proceedings Article

# The Effect of Leadership, Communication, and Motivation on Employee Performance : A Literature Review

Sri Rizki Sa tri, Dina Patrisia

This paper is a literature study to analyze the effect of leadership, communication, and motivation on employee performance. This type of research is explanatory research, looking at the relationship of free variables is leadership, communication, and motivation on employee performance. This study aim...

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study uses a quantitative approach using SEM (Structure Equation Model) models. Research results found significant effect between the corporate social...

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### Proceedings Article

# Analysis factors of consumer purchasing decision on snack from tubers in Padang City

Ayu Dwi Oktaviani, Yasri Yasri, Erni Masdupi

This study aims to analyze the factors that influence snack from tubers purchase decision in Padang City. The population in this study is all consumers who purchase snack from tubers. The number of samples in this study was 200 respondents. Data analysis technique used is multiple linear regression analysis....

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## Resistance to Change is Mediator Between Trust to Immediate Supervisor and Work Engagement

Zulmi Yusra, Masdupi Erni, Syahrizal Syahrizal

The aim of this study is to demonstrate the relation between trust to immediate supervisor and resistance to change to work engagement as mediator variable. This research was a quantitative, conducted on 84 administrative staffs of Universitas Negeri Padang from various work units. This study uses purposive...



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#### Proceedings Article

## How economic sustainability is created by implementation of good corporate governance in small scale enterprizes: case study in tenun songket industry in west Sumatera

Yunita Engriani, Astra, P Budiarti

The purpose of this research is to determine the effect of the implementation principles of good corporate governance on the family firm's economic sustainability. Corporate governance refers to the mechanism used by companies in managing relations between stakeholders, determining the direction or strategic...

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Proceedings Article

## The Influence of Education Level and Transformational Leadership on Career Development of Police Personnel in West Sumatera

Yulinasril Yulinasril, Yunia Wardi, Erni Masdupi

This study aims to analyze the influence of education level and transformational leadership towards career development of Police Personnel in West Sumatera. This is a causative research that looks at the effect of level of education and transformational leadership on career development. Respondents in...

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## The Effect of Employee Engagement and Job satisfaction on

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## Organizational Citizenship Behavior (OCB)

Ahmad Shabir Affandi, Dina Patrisia, Syahrizal Syahrizal, Abror Abror

This study aims to see the effect of employee attachment and job satisfaction on Organizational Citizenship Behavior (OCB) on lecturers at Universitas Negeri Padang. The

populations in this study were 905 UNP lecturers with civil servant status. The sample in this study amounted to 30 people who were...



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## Entrepreneurship Empowerment Among Students

Abdul Shukor Shamsudin<sup>1</sup>, Khairol Anuar Ishak, Abdul Rahim Othman, Rosshairy Abdul Rahman

This paper attempts to examine the relationship between the Government business support services, personality factors and entrepreneurship empowerment among undergraduate students in Malaysian public universities. Out of 400 questionnaires distributed, a total of 241 undergraduate students participated...



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## The Effect of Career Development and Leader-Member Exchange (LMX) on Employee Performance of Padang City PDAM with Motivation as Intervening Variables

Redy Fikarlo, Erni Masdupi, Syahrizal Syahrizal

This study aims to explain the effect of career development and Leader-Member Exchange (LMX) on employee performance with motivation as an intervening variable for PDAM Kota Padang employees. The population of this study were 11/29/2020variable for PDAM Kota Padang employees. The population of this study were

Proceedings of the 2nd Padang International Conference on Education,

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## The Effect of Job Satisfaction on Employee Performance Through Coaching as Intervening Variables in Banjarmasin Government

Nirza Marzuki Husein, Hanifah Hanifah

This study tries to examine the role of coaching as a intervening variable so that job satisfaction variables have a better effect on employee performance variables. This research was conducted on Banjarmasin City government employees in the community service section with a population of 522 people....

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# Proceedings of the 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)

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## PREFACE

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This Proceeding consists of 131 selected papers that have been presented on the

2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018). This conference has been held on 24th–25th November 2018 in Padang, Indonesia. The Faculty of Economics Universitas Negeri Padang as the conference organizer has received more than 200 papers. Finally, after the review process, 131 papers have been accepted to be published in this proceeding. This conference has some topics, including Education, Economics, Management and Business, Accounting and Entrepreneurship.

The process in managing this conference was very challenging and needed commitment of all organizing committee members. We have invited more than ten professional reviewers to select the submitted papers. Hence, thank you very much to all reviewers and we really appreciate your contribution to this conference.

Much appreciation is due to all participants in this conference, especially to the invited speakers from the University of Birmingham UK, Macquarie University Australia, and University Utara Malaysia. We also thank to all presenters and participants who have contributed in this conference.

The articles in this proceeding will contribute to the knowledge and academic development in Education, Economics, Management and Business, Accounting and Entrepreneurship. We hope this conference will also give some advantages for academicians, researchers, students and practitioners, such as network and generating new ideas for the future research.

## The Editors

Vidyarini Dwita Ph.D

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## Impact of Organizational Culture and Organizational Commitment to Employee Performance through Job Satisfaction in Digital Era

Sri Langgeng Ratnasari<sup>1</sup>, Gandhi Sutjahjo<sup>2</sup>, Adam<sup>3</sup>

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### Abstract

The purpose of this research is to determine the condition and performance of the organization on employee performance through job satisfaction at PT. PEB Batam. The research method uses descriptive analytical method, this type of research is descriptive and descriptive, namely this research is descriptive explanative. The population of this research is all administrative employees of PT. PEB Batam is 154 employee. The sample of this research was 154 employee at PT. PEB Batam. The sampling technique uses a census. Data was collected with a list of questions in the questionnaire and documentation research. To process data counting, this research uses a path of analysis, processing data using IBM SPSS computer program ver. 23. The results of this research revealed that there are significant and positive impacts, directly all dependent variables on the independent variables, this research found an indirect impact between organizational commitment on employee performance through job satisfaction, organizational culture impact on performance through job satisfaction, data analysis provides a direct effect of variable Organizational culture towards employees through job satisfaction.

**Keywords:** Organizational Culture, Organization Commitment, Job Satisfaction, Job Performance.

### Introduction

The role of humans in an organization is very important in its position as one of the resources, because the company's success in achieving its goals is not only determined by the amount of company capital and sophisticated and adequate equipment, but also largely determined by the performance of the employees in the company. The current position of human resources is not only as a means of production but also as a driver and determinant of the ongoing production process and all activities of the company. Human resources have a big contribution in determining the progress or development of the company.

One of the factors that affect employee performance in a company is organizational culture, where these factors are closely related to improving employee performance, because with the creation of a good organization culture and supported by cooperation with fellow employees, results will be achieved that can improve work performance employee (Tika, 2008). Besides organizational culture, organizational commitment and job satisfaction contribute greatly to influencing performance. To be able to carry out their duties and responsibilities, employees are required to have work commitments. The company must also strive to improve communication, pay attention to complaints and needs of employees so that employees feel satisfied at work, in the hope that employees will perform better. Organizational culture is one of the significant factors of employee satisfaction (Moynihan & Pandey, 2007).

This is an open access article under the CC BY-NC license (<http://creativecommons.org/licenses/by-nc/4.0/>). The performance of employees who work at PT. PEB Batam are still not satisfied, so this research is directed to examine and analyze the impact of organizational culture, organizational commitment and on employee performance through job satisfaction.

## Methods

The research was conducted to obtain information about the influence of organizational culture and organizational commitment on performance through employee job satisfaction at PT. PEB Batam Referring to the research objectives, this research is descriptive. The descriptive research aims to describe the characteristics of the variables that are examined empirically. In accordance with its nature, the research method used is explanatory namely a method that aims to explain the causal relationship between variables through testing hypotheses. The research data collection process was carried out indirectly, namely through the dissemination of research instruments in the form of questionnaires. The respondents of this research were the employees of PT. PEB Batam. The information and the research data that were collected were ordinal scale data, which then for data processing requirements using Path Analysis which was converted into interval scale data and by using statistical techniques, *Method of Successive Intervals*.

The population of this research was the employees of PT. PEB Batam, which consisted of 154 people. The sample taken in this research was taken from the entire population of 154 respondents. To clarify the limitations of the variables studied, it is necessary to provide operational definitions of the variables as follows:

1. Organizational culture has indicators:
  - a. Professionalism is a measure of skills possessed by workers in the organization.
  - b. Leadership, which is the level of involvement of superiors on problems outside of work experienced by subordinates.
  - c. Trust to co-workers, which is the interaction that is built up between the workers in the organization.
  - d. Regularity, namely the working environment conditions that indicate the existence of rules or provisions that must be obeyed by members of the organization.
  - e. Conflict, which is the existence of conflict and disharmony in an organization that causes discomfort in work.
  - f. Integration, which is a climate formed in organizations where workers feel they have a strong bond in the organization.
2. Organizational Commitments have indicators including:
  - a. Affective commitment, related to the desire to be emotionally bound to the organization, identification and involvement based on the same values.
  - b. Continuance Commitment, commitment is based on awareness of the costs that will be borne if you do not join the organization.
  - c. Normative Commitment, commitment based on the feeling of being obliged as a member or employee to stay because of the feeling of debt. Here also occurs the normalization of norms.
  - d. Personal factors, such as age, gender, level of education, work experience and personality.
  - e. Job characteristics, such as the scope of work, challenges in work, role conflict, level of difficulty in work.
  - f. Characteristics of the structure, for example the size of the organization, the form of the organization, the presence of the labor union, and the level of control the organization carries out for employees.
  - g. Work experience. An employee's work experience greatly influences the level of employee commitment to the organization.

3. Job Satisfaction has indicators, they are:
  - a. The work itself, it means that a job can give its workers interesting tasks, opportunities for learning, and opportunities to accept or gain responsibility.
  - b. Salary, which is regard to the provision of compensation in the form of compensation for the money received and the extent of the balance when compared with other colleagues in the organization.
  - c. Promotion, which is the process of transferring employees from one level to another higher level and always followed by higher duties, responsibilities and authority than previously occupied positions.
  - d. Supervisor, which is that attention to employees is measured based on how much the supervisor attaches importance to the individual's interests in employee welfare.
  - e. Collaboration, which is mutual support between friendly and easy-to-work colleagues who are a source of simplicity.
4. Performance has indicators, they are:
  - a. Quality, including the precision of accuracy, neatness in carrying out tasks, or maintaining work tools and the ability to do work.
  - b. Work quantity, including output or output and work targets in the quantity of work.
  - c. Reliability, the ability of employees to be assessed about something related to work duties and procedures, the use of work tools and technical work.
  - d. Collaboration or work relationships that are based on employee attitudes toward fellow coworkers and employee attitudes toward superiors, and then accept changes in work.
  - e. Responsibilities and work initiatives that are carried out if employees have ideas and dare to express and can account for every work done.

The data used in this research were primary data by distributing questionnaires to the respondents which has involved in this research. The questionnaire method is used to get the data according to needs and by asking questions to the respondents to get the answers that are appropriate to the situation of the respondent. The data analysis were carried out through various tests, they are validity test, reliability test, and classical assumption test. To test the indirect effect, the path analysis method was used. All data analysis use Regression with the SPSS Program.

## Results and Discussion

### Data Description

The descriptive analysis aims to provide a general, factual and accurate description of the results of the research conducted. The results of the questionnaire distributed to 154 respondents in PT. PEB Batam for each variable of Organizational Culture, Organizational Commitment, Job Satisfactory and Performance.

### Hypothesis Testing

The interpretation of Organizational Culture and Competence on work motivation as shown below:

Table 1 Simultaneous Test Results of Organizational Culture Variables, Organizational Commitments and Job Satisfaction

Model	Sum of Df	Mean Square	F	Sig
	Squares	Square		

1	Regression	1582.197	2	791.099	136.496	.000
	Residual	875.161	151	5.796		
	Total	2457.357	153			

Based on the Table 1 ANOVA calculation of SPSS significant value of F count of 136.496 is greater than F table (2.66) and with  $\alpha$  smaller than 5% or 0.05. From the significant results of 0.000 < 0.05, it means that the second hypothesis H0 is rejected and Hi is accepted, so it can be concluded that there is a simultaneous relationship between organizational culture variables (X1), and organizational commitment variables (X2) on job satisfaction (Y).

Table 2 Simultaneous Test Results of Organizational Culture, Organizational Commitment, and Performance

Model		Sum of Squares	Df	Mean Square	F	Sig
2	Regression	385.644	2	192.822	24.952	.000
	Residual	1210.570	151	8.917		
	Total	1596.214	153			

The result of Anova revealed that the calculated F value was 24,052 with a degree of freedom (df) regression of 3 and the df value of the residual was 150, so the value of F-table at the 5% significance level ( $\alpha = 0, 05$ ) which is 2.66. From the significant results of 0.000 < 0.05, it means that the first hypothesis of H0 is rejected and Hi is accepted, so it can be concluded that there is a simultaneous relationship between the variables of organizational culture (X1), and variables of organizational commitment (X2) on employee performance (Z).

Table 3 Simultaneous Test Results of Organizational Culture Variables, Organizational Commitments, Job Satisfaction and Performance

Model		Sum of Squares	Df	Mean Square	F	Sig
3	Regression	847.528	3	292.509	56.691	.000
	Residual	748.696	150	4.991		
	Total	1596.214	153			

Based on Anova table of SPSS calculation, the significant value of F count is 56,601 greater than F Table 3 and with  $\alpha$  smaller than 5% or 0.05. From the significant results of 0.000 < 0.05, it means that the third hypothesis of H0 is rejected and Hi is accepted, so it can be concluded that there is a simultaneous relationship between organizational culture variables (X1) and organizational commitment variables (X2), as well as job satisfaction (Y) on performance (Z). After testing the classical assumption of multiple regression, it is the test for normality, multicollinearity and heterokedascity, and the path analysis will be carried out. The perspective of the path analysis model in this research is:

1. Model path equation I:  $Y = p1X1 + P2X2 + e1$
2. Model equation line II:  $Z = p3X1 + P4X2 + P5Y + e2$

From the results of the data processing and analysis in the figure above, the conclusions can be drawn as follows:

1. The direct impact analysis between variables X1 to Y, X2 to Y, X1 to Z, X2 to Z and Y to Z is significant by looking at the sig value of each of these variables is less than 0.05. This means rejecting H0 and accepting H1.

2. Analysis of direct, indirect and total variables X1 to Z through Y:
  - a. The direct effect X1 to Z: Seeing from the regression coefficient X1 to Z, P3 is 0.416.
  - b. Indirect effects (indirect effects) X1 and Z through Y: Seeing from the multiplication between regression coefficients X1 to Y with the regression coefficient Y to Z, it is  $p1 \times p5 = 0.334 \times 0.594 = 0.1984$
  - c. Total effect X1 to Z: seeing from the value of direct influence + indirect effect =  $0.416 + 0.1984 = 0.6144$
  - b. The hypothesis: X1 affects Z through Y, the real effect is direct. Because the value of the influence is not directly smaller than the value of the direct influence ( $0.1982 < 0.416$ ).
3. Analysis of the direct, indirect and total effects of the variable X2 on Z through Y:
  - a. Direct effect X2 to Z: Seeing from the regression coefficient X1 to Z, P4 is 0.071.
  - b. Indirect effects (indirect effects) X2 and Z through Y: Seeing from the multiplication between the regression coefficients X2 to Y with the regression coefficient Y to Z, namely  $p2 \times p5 = 0.599 \times 0.594 = 0.3558$
  - c. Total effect X2 to Z: has seen from the value of direct impact + indirect effect =  $0.071 + 0.3558 = 0.4268$
  - d. The hypothesis: X2 affects Z through Y, the real impact is direct. Because the impact value is not directly greater than the value of the direct impact ( $0.3558 > 0.071$ ).

## Conclusions

From the discussions carried out, there are several conclusions can be drawn:

1. There is a positive and significant impact of organizational culture on job satisfaction. Significant value of organizational culture variable = 9.316 is greater than 1.656. Coefficient value is 0.435 which means that 43.5% of employee job satisfaction is influenced by organizational culture, while 56.5% is influenced by other variables outside the research model, this is in line with the results of research by Bellou (2010), Bigliardi and Galati (2012), Alvi, et al (2014), Rastegar (2012) Sharma (2017), Rachmaliya (2017), Adyanto, et al. (2018), Carvalho (2018), and Ilham (2018).
2. There is a positive and significant impact on organizational commitment to job satisfaction. Significant value of organizational commitment variable = 10,547 is greater than 1,656. Coefficient value is 0.209 which means that 20.9% of employee job satisfaction is influenced by organizational commitment, while 79.1% is influenced by other variables outside the research model. This result of the research in line with the results of research by Ojo (2009), Alvi et al (2014), Rachmaliya (2017), Adyanto, et al. (2018), Carvalho (2018).
3. There is a positive and significant impact on organizational culture on performance. Significant value of organizational culture variable = 3.182 is greater than 1.656. Coefficient value is 0.191 which means that 19.1% of employee performance is influenced by organizational culture, while 80.9% is influenced by other variables outside the research model. This result of the research in line with the results of research by Rachmaliya (2017), Adyanto, et al. (2018), Ilham (2018).
4. There is a positive and significant impact on organizational commitment to performance. Significant value of organizational commitment variable = 5.046 greater than 1.656. Coefficient value is 0.051 which means that 5.1% of employee performance is influenced by organizational commitment, while 94.9% is influenced by other variables outside the research model. This result of the research in line with the results of research by Syauta, et al (2012), Rachmaliya (2017), Adyanto, et al. (2018).

5. There is a positive and significant impact on job satisfaction on performance. Significant value of job satisfaction variable = 12.518 is greater than 1.656. Coefficient value is 0.508 which means that 50.8% of employee performance is influenced by job satisfaction, while 49.2% is influenced by other variables outside the research model. This result of the research is in line with the results of research by Syauta, et al (2014), Rachmaliya (2017), Carvalho (2018), Adyanto, et al. (2018), Ilham (2018).
6. Indirectly there is no significant impact of organizational culture on performance through job satisfaction, namely indirect influence of 0.1982 which is smaller than the direct influence of 0.416. This result of the research isn't in line with the result of the research by Syauta, et al (2014), Rachmaliya (2017), Adyanto, et al. (2018).
7. There is a significant impact of organizational commitment on performance through job satisfaction, namely indirect impact of 2.946 which is smaller than the direct effect of 0.071. This result of the research isn't in line with the result of the research by Qureshi (2011), Rachmaliya (2017), Adyanto, et al. (2018).

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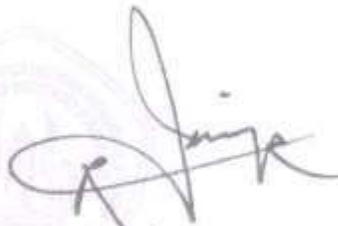
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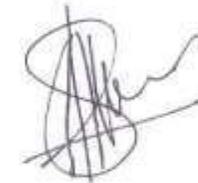
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