

**ANALISIS PENGARUH BUDAYA ORGANISASI DAN KEPUASAN KERJA TERHADAP
MOTIVASI KERJA DAN KINERJA KARYAWAN
(Studi Pada Kantor Unit Cabang BRI Pattimura Semarang)**

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ABSTRACT

To be the most famous bank, now Bank Rakyat Indonesia is giving the best effort on improving the firm performance. The data of 2007 shows that there are 27.3 % units of all the units under BRI of Pattimura Branch of Semarang that considered a minus according to SMK 2007 evaluation. The information can indicate that generally the employee performance in the BRI of Pattimura Branch of Semarang Units is under the standard. Therefore, the aim of this research is to find out weather organizational culture and job satisfaction would be able to improve the employee's work motivation and the employee performance in BRI Units of the Pattimura Branch of Semarang.

To answer the problem, data was collected from 125 respondents that consist of BRI of Pattimura Branch of Semarang employees who were asked to answer the questionnaire. The data was then being examined by Structural Equation Modeling Analysis Method.

The result shows that empirically the organizational culture have a positive impact on the employee's work motivation, job satisfaction have a positive impact on the employee's work motivation, employee's work motivation have a positive impact on employee's performance, organizational culture have a positive impact on employee's performance and job satisfaction have a positive impact on employee's performance.

Based on the analysis, there are some managerial implication that can be suggested to improve the work motivation and the performance i.e.: by improving the regulation in BRI Pattimura Branch of Semarang in order to better ensure the orderliness so that the meeting events can be held continuously and regularly, by improving the intern reporting system continuously so that it can be used as a decision support, and by improving the supervision system so that impartial supervision activity can be achieved and can reflect the real employee performance are.

Keywords : organizational culture, job satisfaction, work motivation, performance