

## **ABSTRACT**

### ***THE INFLUENCE OF ORGANIZATIONAL CULTURE AND WORK MOTIVATION ON EMPLOYEE PERFORMANCE IN THE POS TECHNICAL DIVISION AT PT. PRIMAVISTA SOLUSI***

*Eko Parwanto*<sup>1)</sup>, *Dr. Dr. Dipl. –Ing. Rachman Sjarief, S. H., M. H., M. M*<sup>2)</sup>

- 1) *Student of Management Departement, Pembangunan Jaya University*
- 2) *Lecturer of Management Departement, Pembangunan Jaya University*

*In the ever-changing landscape of uncertainty and intense competition, organizational success relies heavily on enhancing employee performance. This study investigates the impact of organizational culture and work motivation on employee performance at PT. Primavista Solusi, particularly in the POS Technical Division, specializing in Electronic Data Capture (EDC) services for banks and clients. With a sample size of 33 employees, data were collected through questionnaires and analyzed using regression analysis in SPSS v23. Findings indicate that a positive and strong organizational culture significantly contributes to employee performance, fostering collaboration, innovation, and recognition. Additionally, high work motivation correlates with better performance, driven by personal goals, recognition, engagement, and appreciation. This research provides insights into the critical role of organizational culture and works motivation in enhancing employee performance, offering a foundation for organizational leaders to design effective strategies for goal attainment..*

***Keywords: Organizational Culture, Work Motivation, Employee Performance, PT.Primavista Solusi.***