

SUMMARY

MUHAMMAD RIZKY HAZRIANSYAH AKBAR. The Influence of Organizational Culture and Employee Engagement on Employee Performance PT Wika Bitumen. Supervised by M SYAMSUL MAARIF and SADIKIN KUSWANTO.

In the face of intense competition in the era of globalization as it is today, the company must maintain the assets it owns in order to be able to face the competition. One of the assets that did not escape the concern is the human resources within a company. PT Wijaya Karya Bitumen (WIKA Bitumen) is part of the company's expansion specializing in asphalt industry on the island of Buton known as bitumen buton (asbuton). In business competition WIKA Bitumen considers each employee as human capital.

This human capital concept applies the quality of employees can be improved through the provision of competence, knowledge, attributes, and abilities, which is manifested in the ability to work properly resulting economic value in development. Therefore, in the management of one of their assets, so as special treatment is needed to maintain loyalty and good performance to the company. Changes Organizational culture that occurred at PT. Wika Bitumen relates to Employee performance and success of the organization, by looking the employee engagement of PT. Wika Bitumen.

By using the calculation of Structural Equation Modeling (SEM) through simple perposive sampling method, Organizational Culture and Employee Engagement have a significant positive effect, with value 17.58 from t-statistical test which means a significant positive effect, then organizational culture has a significant positive effect on performance of PT. Wika Bitumen, with a score of 2.18 of the statistical t-test, which means a significant positive effect. And Employee Engagement have a significant positive effect on the employee performance of PT. Wika Bitumen, that is 2.31 through statistical t-test which means a significant. Managerial implications to improve employee performance PT. Wika Bitumen is to re-develop the company's programs and policies, then evaluate the program regularly, the application of organizational culture can be carried out by provide the appropriate rights and obligations to the portion, then informed appropriately to employees by using a comprehensive system to be routinely monitored.

Keywords: employee engagement, employee performance, organization culture
SEM