

ABSTRACT

The purpose of this research is to investigate the effects of corporate culture and job involvement on organizational commitment to enhance employee performance. Using these variables, for instance Blau dan Boal, (1987), Di Tomasso (1992), Nystrom (1993), McNeese-Smith (1996), Moon M Jae, 2000), Fey dan Denison (2000), Burton et al., (2002), dan Darufitri Kartikandari (2002), discovered effect organizational culture and job involvement toward organizational commitment to increase employee's performance.

The study was conducted at Bank BTN Semarang Branches, the sample size is about 136 employee, using the Structural Equation Modelling (SEM). The results show that job involvement and corporate culture has positive significance effect on organizational commitment and increase employee performance.

The effect of job involvement on organizational commitment is 0,34; The effect of job involvement on organizational commitment is 0,21; The effect of corporate culture on employee performance is 0,22; The effect of job involvement on employee performance is 0,24; and The effect of organizational commitment on employee performance is 0,23.

Keywords: job involvement, corporate culture, organizational commitment, and employee performance