

ABSTRACT

PT Ratu Atlantik Indonesia is a contractor company that focuses on providing electrical construction support services, including installation, repair, and maintenance of electrical installations. This study aims to analyze the effect of organizational culture on employee performance with proactive behavior as an intervening variable. Although the company has experienced human resources since 2000, this study aims to evaluate how organizational culture affects employee performance and the role of proactive behavior in the process. Non-random sampling technique was used to obtain 100 employees as research samples. The method used was Structural Equation Modeling (SEM) with Partial Least Square (PLS) 3.0.

The results of this study indicate that (1.) Organizational culture has a positive and significant effect on employee performance with a path coefficient of 0.353, t value of 2.083, and p value of 0.038. (2.) Organizational culture has a positive effect on proactive behavior with a path coefficient of 0.433, t value of 5.006, and p value of 0.000. (3.) Proactive behavior has a positive and significant effect on employee performance with a path coefficient of 0.488, a t value of 4.660, and a p value of 0.000. (4.) Proactive behavior mediates the relationship between organizational culture and employee performance with a mediation coefficient of 0.211, a t value of 3.358, and a p value of 0.001.

These findings suggest that a good organizational culture can improve employee performance through increased proactive behavior, which in turn increases employee motivation, commitment, and job satisfaction. Therefore, it is recommended that companies strengthen organizational culture and encourage proactive behavior in order to achieve optimal results.

Keywords: Organizational Culture, Employee Performance, Proactive Behavior.