

## **ABSTRACT**

*This study aims to analyze the influence of work culture on company performance at PT Bank Rakyat Indonesia (Persero) Tbk. Demak Branch Office through a qualitative approach. The research was conducted based on the author's perspective using an ethnographic approach. The study explores how organizational culture values are internalized and implemented by employees and how these values influence company performance in terms of financial achievement, service quality, work efficiency, employee productivity, and customer satisfaction.*

*This research uses a qualitative descriptive method with data collection techniques through in-depth interviews, observations, and documentation studies involving branch leaders, managers, marketing officers, and human resource staff at BRI Demak Branch Office. The theoretical foundation used in this study includes organizational culture theory by Robbins & Judge, Schein, Denison, and Cameron & Quinn, as well as company performance theory through the Balanced Scorecard approach by Kaplan & Norton.*

*The findings indicate that work culture has a significant influence on company performance. The implementation of corporate cultural values such as integrity, professionalism, customer orientation, collaboration, and adaptability contributes positively to employee motivation, work consistency, teamwork, and organizational productivity. The study also found that the implementation of Culture Activation Program succeeded in improving branch performance stability during certain periods. However, in 2025, there was a performance stagnation despite the implementation of the cultural program, indicating that company performance is not only influenced by work culture but also by external factors such as regional economic conditions, leadership style, employee workload, digital transformation, and local business dynamics.*

*This study concludes that work culture is an important strategic factor in improving organizational performance sustainability. A strong and adaptive organizational culture can become a sustainable competitive advantage for companies, especially in the banking industry facing increasingly dynamic competition and digital transformation challenges. Therefore, companies need to strengthen the internalization of corporate values consistently, contextually, and sustainably at every organizational level.*

**Keywords:** *Work Culture, Organizational Culture, Company Performance, Corporate Culture, Banking Performance, BRI Demak Branch*