

ABSTRACT

Employee performance is one of the most important factors in achieving organization goal. Work motivation is often associated with the performance of the employees themselves, where culture becomes a differentiator in factors that can encourage the motivation of the work. This study aims to analyze the influence between masculine culture and organizational culture on company performance through work motivation as intervening variable, in two 'serumpun' countries (Indonesia-Malaysia) which has a lot of similarity.

This research was conducted by distributing questionnaires to 161 employees from Indonesia, and 103 employees from Malaysia. The purposive sampling technique are used. The data testing in this research using Partial Least Square analysis tool in testing path coefficient, and direct and indirect influence of endogen variable to exogen.

The analysis shows that masculine culture and organizational culture (professional) have a positive and significant influence on work motivation. Work motivation also has a positive and significant effect on employee performance. Meanwhile, the indirect influence of masculine culture and organizational culture (professional) on performance through work motivation also have a significant positive effect. Work motivation can mediate the relationship between masculine culture and organizational culture (professional) on employee performance both in Indonesia and Malaysia. The results of the study showed that there were differences in what motivated most employees, but in the relationship of masculine culture and organizational culture to the performance was not found significant difference.

Keywords : Work Motivation, Masculine Culture, Organizational Culture, Employee Performance