

ABSTRACT

Current retail business is progressing rapidly with the convenience of the service as a value that carried by the company. Therefore, the human resources needed to understand the value of the company, both for organizational culture and leadership style in order to create a good performance. However, this should not necessarily be good, if employee job satisfaction is not fulfill.

This research was conducted in LotteMart Wholesale Semarang company with the aim to find out how the influence of organizational culture and leadership style on job satisfaction in improving employee performance. The number of respondents surveyed are 64 permanent employees LotteMart Wholesale Semarang, and data collection method use a questionnaire. Techniques of data analysis in this study is path analysis.

Based on the results of studies obtained results that the hypothesis can be accepted. Organizational culture has a significant and positive influence on job satisfaction, leadership style had significant and positive influence on job satisfaction, job satisfaction has positive and significant impact on employee performance, organizational culture has a positive and significant impact on employee performance and leadership style has a positive and significant the performance of employees. In this study was found that the highest leadership style influence on the performance of employees through job satisfaction as an intervening variable. Based on the above, the model proposed in this study is acceptable.

Keywords : organizational culture, leadership style, job satisfaction and employee performance