

ABSTRACT

This study aims to identify employee perceptions of the role of organizational culture in a company, as well as the impact felt by the employee. Research on the role, and then identify the influence of organizational culture on employees.

This study uses qualitative methods, where data collection was done by the interview so as to dig deeper into the organizational culture that is in the company. As the object of this study was associated with the study and have work experience of more than 10 years and worked at PT. Libratama Group Semarang.

Results obtained from this study that the influence of organizational culture, especially the “Kredo Libratama” have influence and impact can be felt and beneficial for both employees and companies. Improving the welfare of employees become better as well as growing the company to this tangible evidence of the success of the organization’s culture, in this case familial culture, which has been entrenched in this company.

Keywords: *Qualitative, Perceptions, Organizational Culture, Familyship*