

ABSTRACT

The purpose of this research is to investigate the effects of corporate culture and leadership style on job satisfaction to enhance employee performance. Using these variables, for instance Chatman and Bersade (1997), She (1999), Abdul Rashid (2003) and Yammarino et al., (1993) discovered effect corporate culture and leadership style toward job satisfaction to increase employee's performance.

The study was conducted at PT. Asuransi Jasa Indonesia (persero), the sample size is about 115 employee, using the Structural Equation Modelling (SEM). The results show that corporate culture and leadership style has positive significance effect on job satisfaction and increase employee performance.

The effect of leadership style on job satisfaction is positive significant; The effect of corporate culture on job satisfaction is positive significant; The effect of leadership style on employee performance is positive significant; The effect of corporate culture style on employee performance is positive significant; and The effect of job satisfaction on employee performance is positive significant.

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