

## **ABSTRACT**

*The purpose of this research is to investigate the effect of corporate culture and leadership on job satisfaction to enhance employee performance. Using these variables, for instance Masrukhin dan Waridin (2004), Teman Koesmono (2005), Suharto dan Budhi Cahyono (2005), Soedjono (2005), discovered effect corporate culture and leadership style toward job satisfaction to increase employee's performance.*

*The study was conducted at PT. Sango Ceramic Indonesia Semarang, the sample size is about 185 employee, using the Structural Equation Modelling (SEM). The result show that corporate culture and leadership style has positive significance effect on job satisfaction and increase employee performance.*

*Corporate Culture is positively related on job satisfaction (CR:3,346 ; P:0,001). Leadership is positively related on job satisfaction (CR:2,884; P:0,004). Job satisfaction is positively related on employee performace (CR:5,542; P:0,000). Corporate culture is positively related on employee performence (CR: 2,041 ;P:0,041) and leadership is positively related om employee perforamce (CR:2,254 ; P: 0,024).*

*Keyword : corporate culture, leadership, job satisfaction, and employee performace*