The Influence of Organizational Culture, Job Satisfaction and Leadership Style on Employee Performance (Case Study in Online Travel Company Pojok Celebes Mandiri)

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Abstract: This study aims to determine the influence of organizational culture, job satisfaction, and leadership style on employee performance in Pojok Celebes Mandiri. This study used primary data obtained from the distribution of questionnaires to 67 respondents who are all employees in all divisions. The statements in the questionnaire describe each of the 4 variables using the Likert scale. The indicators used in this study are 7 indicators for organizational culture variables, 5 indicators for job satisfaction, 4 indicators for leadership style, and 6 indicators for employee performance. Technique Data analysis used is descriptive research and multiple linear regression. R square produced by this research is 0.549 which means that organizational culture, job satisfaction, and leadership style have an effect on employee performance equal to 54.9%. The results of this study illustrate that organizational culture has a positive and significant effect on employee performance, while job satisfaction and leadership style have positive but not significant effect on performance. Another conclusion is that to improve employee performance in Pojok Celebes Mandiri, the company should pay attention to the main things that are felt less like aggressiveness, teamwork, support from leaders, and payment issues such as salary and incentives.

Keywords: organizational culture; job satisfaction; leadership; employee performance

1. Introduction

Entering the digital era where the growth of internet penetration is very high, the industry players are competing to transform their business towards digital and competition in the tourism business, especially the travel agency business becomes increasingly fierce. Pojok Celebes Mandiri is a company engaged in ecosystem e-tourism & travel, by providing online reservation engine for booking services and travel agents, both corporate and individual. As part of Telkom Indonesia Group, Pojok Celebes Mandiri is expected to be a mainstay in the business of e-tourism in Indonesia. Therefore the company is required to have optimal performance to realize the best products and services for consumers.

Company performance is a decisive factor in winning the competition. The performance of the company can be influenced one of them by the performance of employees in the company. This is reinforced by the statement Mangkunegaran (2011: 16) stating that Job Performance or Actual Performance and understanding of the performance itself is the work of quality and quantity achieved by an employee in carrying out tasks assigned to him with responsibility which is charged to the employee. Employee performance can be influenced by several things including organizational culture, job satisfaction, and leadership style.

According to research conducted by Chatman Jennifer and Bersade (Tanuwibowo and Setiawan 2015: 67), sampled 102 service companies in America. Findings relating to a strong organizational culture include strong organizational culture that helps the performance of a business organization because it creates an extraordinary level in employees and a strong organizational culture helps organizational performance as it provides the necessary structures and controls without having to rely on a formal bureaucracy rigid and which can emphasize the growth of motivation and innovation. Organizational culture plays an important role in improving employee performance, also shown in the study of Chi, et al (2008) that organizational culture positively and significantly affect employee performance.

Pattern of relationships that occur in the company can cause employees to feel happy or not happy to work in that company, and become one of the factors that affect job satisfaction. Job satisfaction is a positive emotional state of a person who emerges from appreciation for a job he or she has done (Luthans, 2011: 141). Job satisfaction should be improved as well as possible in order to improve employee performance. As in the study of Chi, et al (2008), which shows that job satisfaction has a positive and significant impact on employee performance. Then job satisfaction becomes one of the factors that affect employee performance. If an employee has a high job satisfaction to his company then according to Fu and Despande (2014) will get positive results on the company such as employee performance, productivity, attendance and retention to profitability. Job satisfaction will cause employees will give the best effort so that the results of his work can achieve the expected goals.

In addition to organizational culture and job satisfaction above, organizational performance is also influenced by leadership style. A leader has the power to make policies and be a role model for his subordinates. Leaders become one of the critical indicators of success in order to achieve

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the goals of an organization. In reality, the leadership has a variety of types that evolve from time to time.

However, the results of preliminary research by the authors show that there are still 17.1% of employees who do not understand the organizational culture contained in Pojok Celebes Mandiri, and there are 45.7% of employees who do not understand the working code SIGMA as sub corporate culture. The author also conducted a preliminary study which distributed questionnaires related to employee satisfaction in Pojok Celebes Mandiri to 39 respondents or 58.2% of the total number of employees. And the result is only 64.1% employees of Pojok Celebes Mandiri are satisfied working in the company today. In addition, in the last four years, Pojok Celebes Mandiri has made several organizational restructuring to adjust to the company's changing strategy and to achieve the company's goals. Structural changes result in a change of divisional leaders each year. Leadership change means showing different leadership styles and outcomes. In terms of performance, the sales and income of Pojok Celebes Mandiri did not reach the target set by the company. Even throughout 2017, the realization continues to decline compared to the achievement of the same period in the previous year.

Based on the phenomenon occurring in the Pojok Celebes Mandiri above and from various supportive opinions and preliminary research, the allegations raised about the influence of organizational culture, job satisfaction, and leadership style, on employee performance in the Pojok Celebes Mandiri may be true and may not be true, as yet there are facts and evidence empirically for that. Therefore, in order to prove these allegations it is necessary to conduct a research approach.

2. Literature Review

A. Employee Performance

Employee performance is something as the result and achievement of an activity that has been accounted to a person who can be measured in quantity and quality. Moherianto (2012: 69) suggests the meaning of the job performance and also called the actual performance or work performance or actual achievements that have been achieved by an employee. Sutrisno (2010: 172) concluded the performance as a result of employee work in terms of quality, quantity, working time, and cooperation to achieve goals set by the organization.

B. Organizational Culture

According to Stephen P. Robbin argued that organizational culture refer to a system of shared meaning is held by members that distinguishes the organization from other organization. This system of shared meaning is a set of characteristics that the organizations values. Meanwhile, according to Kreitner and Kinicki argued that organizational culture is the style and way of life of an organization tangible with the assumptions possessed, implicitly accepted by the group (organization) and determine how the group (organization) to feel, think and react to the environment diverse (Ernawan, 2011: 81). From some opinions taken, it can be drawn a conclusion that the organizational culture is a belief and is a system within an organization that supports the implementation of activities in the organization that has certain characteristics to achieve goals that have been agreed together.

C. Job Satisfaction

Robert Kreitner and Angel Kinicki stated that job satisfaction is an effectiveness or an emotional response to various aspects of work (Badriyah, 2015: 227-229). Werther and Davis pointed out that the likes or dislikes of employees to their work. Robbins states that job satisfaction as an individual's general attitude towards his work. Likewise Gibson, Ivancevich, and Donnelly stated that job satisfaction is a person's attitude toward their ministry, that attitude stems from their perception of his work. George and Jones state that job satisfaction is a collection of feelings, beliefs, and thoughts about how a person responds to his work (Priansa, 2014: 291).

D. Leadership Style

Understanding the style of leadership according to Thoha (2007) is the norm of behavior that a leader uses when the person is trying to influence his subordinates. According to Rivai and Mulyadi (2009), leadership style is a set of characteristics that leaders use to influence subordinates to achieve organizational goals or can also be said that the style of leadership is a pattern of behavior and strategy that dikuasi and often applied by a leader.
3. Research Methodology

A. Characteristic of Study

This research is causality research by using quantitative method. The study aims to examine the influence of organizational culture, job satisfaction and leadership style on employee performance. This research uses 26 sub variable which represent dimension of each operational variable. Primary data were obtained from questionnaires containing 53 statements to all employees at online travel companies. The statements are measured using a Likert scale with a range of values of 1-4 (1, "strongly disagree"; 2, "disagree"; 3, "agree"; 4, "strongly agree") In this study we have determined the test hypothesis first based on previous research as follows:

H1: Organizational culture has a significant effect on employee performance.
H2: Job satisfaction significantly affects employee performance.
H3: Leadership style has a significant effect on employee performance.
H4: Organizational culture, job satisfaction and leadership style simultaneously have a significant effect on employee performance.

B. Operational Variable

The explanation of operational variables used in this research is in Fig. 2 below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sub Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Culture</td>
<td>Innovation And Risk Taking, Attention to Detail, Outcome Orientation, People Orientation, Team Orientation, Aggressiveness, Stability, Robbins and Judge (2015:512-513)</td>
</tr>
<tr>
<td>Job Satisfaction</td>
<td>The Work it self, Pay, Promotion Opportunities, Supervision, Coworkers, Luthans (2010:141-143)</td>
</tr>
</tbody>
</table>

Figure 1: The Framework of Thinking

Figure 2: Operational Variable

C. Research Stages

The research stages are described in Fig 3 below.

D. Population and Sample

Population in this research is all employees of Pajak Celebes Mandiri, amounting to 67 people. Sampling technique in research is non probability sampling with method is total sampling because sampling from all member of population.

E. Data Analysis Technique

This study uses descriptive analysis which aims to find out how high the perception of the application of organizational culture, job satisfaction, leadership style and employee performance in Pajak Celebes Mandiri. In addition, multiple linear regression analysis is used to determine the effect of change variabel dependent if there is a change in the independent variable. Data processing in this research using the help of Microsoft Excel and IBM SPSS software version 24.
4. Result and Discussion

A. Validity and Reliability

In the measurement of validity, it is found that from 63 statements obtained that everything is valid. As for the calculation of reliability it is found that all variables X1, X2, X3 and Y are found to be Alpha Cronbach > 0.6, as illustrated in Fig. 4 below.

B. Multiple Regression Analysis

In the calculation of multiple analysis using SPSS then obtained the results of multiple regression calculations as follows.

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Interpretation of Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. a = 10.785</td>
<td>1. If the coefficient of Organizational Culture (X1) increases by one unit and Job Satisfaction (X2) and Leadership Style (X3) is constant, Employee Performance (Y) will increase by 10.785. 2. The value of a constant is positive if the value of independent variable rises in one unit then the dependent variable</td>
</tr>
<tr>
<td>b1 = 0.268</td>
<td>1. If the coefficient of Organizational Culture (X1) increases by one unit and Job Satisfaction (X2) and Leadership Style (X3) are constant, Employee Performance (Y) will increase by 0.268. 2. The value of a constant positive value indicates the directional influence between Employee Performance and Organizational Culture</td>
</tr>
<tr>
<td>b2 = 0.110</td>
<td>1. If Job Satisfaction (X2) increases by one unit and Leadership Style (X3) is constant, Employee Performance (Y) will increase by 0.110. 2. The value of a constant positive value indicates the direct influence between Employee Performance and Job Satisfaction</td>
</tr>
<tr>
<td>b3 = 0.003</td>
<td>1. If Leadership Style (X3) increases by one unit and work culture (X1) and Job Satisfaction (X2) is constant, Employee Performance (Y) will increase by 0.003. 2. The value of a constant positive value indicates the direct influence between Employee Performance and Leadership Style</td>
</tr>
</tbody>
</table>

C. Coefficient of Determination

Results of data processing for the coefficient of determination with SPSS ver.24 obtained results as in Fig. 7 below.

D. Hypothesis testing

1) T Test (Partial)

Partial test or t test is done to test the significance of each variable. X namely Organizational Culture variable (X1), job satisfaction variable (X2) and leadership style variable (X3) to variable Y is employee performance as described in Fig. 8 below.
With α = 0.05 and df = n-k = 67-3 = 64 from the distribution table t obtained ttable value = 1.997.

Organizational Culture
From the above calculation, it is found that the organizational culture variable has tcount of 0.5770 which means that ttable > tcount 0.5770 > 1.997, so that the Ho hypothesis is accepted and Ho is rejected which means that organizational culture has a significant effect on employee performance in Pojok Celebes Mandiri.

Previous research conducted by Chi et al (2008) which states that Organizational Culture has a significant effect on employee performance. Organizational culture is positively related to employee performance and has a significant effect on employee performance due to sig (0.00) <0.05.

Job Satisfaction
From the above calculation is known that job satisfaction variable has tcount of 0.778 which means that tcount < ttable is 0.778 <1.997, so the hypothesis Ha rejected and Ho accepted which means that job satisfaction has no significant effect on employee performance in Pojok Celebes Mandiri. This is contrary to research by Chi et al (2008) which states that job satisfaction has a significant effect on employee performance. However, in line with research conducted by Abidin (2015) that job satisfaction has no direct significant effect on employee performance. In the research shows the result that job satisfaction is positively correlated with employee performance but has weak effect with performance due to its significance (0.439) > 0.05.

Leadership Style
From the above calculation is also known that leadership style variables have t count of 0.044 which means that t count < ttable is 0.044 <1.997, so the hypothesis Ha rejected and Ho accepted which means that leadership style has no significant effect on employee performance in Pojok Celebes Mandiri. This is contrary to research by Chi et al (2008) which states that job satisfaction has a significant effect on employee performance. However, in line with research conducted by Rosmiyati (2014) that leadership style has no direct significant effect on employee performance. In the research shows the result that leadership style is positively related to employee performance but has weak effect with performance because of its significance > 0.05. In addition, in research conducted by which shows the results that the leadership style has no significant effect on employee performance.

2) F Test (Simultaneous)
The simultaneous test or F test is conducted to test the significance of all variables X variables are Organizational Culture (X1), Variable Job Satisfaction (X2) and Variable Leadership Style (X3) to Variable Y i.e Employee Performance as described in Fig. 9 below.

Based on Fig. 9 obtained Fcount of 25.560. While Ftabel obtained from table F distribution with α = 0.05; df 1 = k = 3 and df2 = n-k-1 = 67-3-1 = 63 obtained by table 2.76. Then obtained the calculated result is: Fcount (25.560) > Ftabel (2.76). Referring to the hypothesis that has been prepared previously Ho criterion is rejected and Ha accepted, which means Organizational Culture, Variable Job Satisfaction and Variable Leadership Style simultaneously have a significant effect on Employee Performance in Pojok Celebes Mandiri.

5. Summary

Based on the analysis and discussion that has been done in the previous chapter it can be concluded that:
1) In the calculation of descriptive analysis, the perception of employees of Pojok Celebes Mandiri about organizational culture is in strong category with percentage level of 79.01%.
2) In calculation of descriptive analysis hence got perception of employee of Pojok Celebes Mandiri about job satisfaction is in high category with percentage level equal to 73.40%.
3) In the calculation of descriptive analysis then got the perception of employees of Pojok Celebes Mandiri associated with leadership style is in high category with percentage level of 72.64%.
4) In the calculation of descriptive analysis hence obtained perception of employee of Pojok Celebes Mandiri about employee performance is in high category with level percentage equal to 81.13%.
5) Based on the results of partial hypothesis testing using IBM SPSS version 24, organizational culture variables
have a significant influence on performance in the Pojk Celebes Mandiri with the calculation of tcount (5.770) > ttable (1.997) so that Ho is rejected and Ha accepted.

6) Based on the results of partial hypothesis testing using IBM SPSS version 24, job satisfaction variables do not give a significant effect on performance in Pojk Celebes Mandiri because of the calculation that the value of tcount (0.778) < ttable (1.999) so Ho accepted and Ho rejected.

7) Based on the results of partial hypothesis testing using IBM SPSS version 24, leadership style variables do not give a significant effect on performance in Pojk Celebes Mandiri because of the calculation that the value of tcount (0.044) < ttable (1.999) so Ho accepted and Ho rejected.

8) Based on the results of hypothesis testing simultaneously using IBM SPSS version 24, organizational culture variables, job satisfaction and leadership style have an influence on the performance of Pojk Celebes Mandiri because of the calculation obtained Fcount (25.56) > Ftable (2.76) so Ho is rejected and Ha be accepted.

6. Suggestion

Based on the research that has been done then the advice that can be given are :

Suggestions for the Company

a) The Company should step up efforts to improve their teamwork so that work activities are organized on the basis of teamwork rather than individuals. In addition it is important for the human capital division to continue to socialize the understanding and implementation of this organizational culture to be more powerful implementation.

b) The Company should pay attention to the factors that affect job satisfaction, ie payments and give them by performance, position, achievement of competence, and length of work that gives effect to the performance of employees.

c) Management should make efforts to improve the leadership skills of employees at the structural level so that as much as possible can have an impact on the performance of employees and the company as a whole. Justice and equality, and how to treat subordinates by superiors is something that still needs to be improved.

Suggestions for Further Research

a) This study using 3 independent variables which found that job satisfaction and leadership style of each no significant effect on employee performance. It is recommended for further research using other independent variables such as work motivation, work attitude, company policy, and work environment.

b) Furthermore, researchers can use other theories in calculating employee performance such as Schiemann's theory, Sirota and Gallup. Furthermore, for Organizational Culture, Job Satisfaction, and Leadership Style, the researcher can then change the indicator or add other variables such as consistency, adaptability, loyalty, honesty, high morale, maturity, charismatic leadership, and participative leadership in order to provide other image results.

c) Furthermore, it is recommended to use other data analysis testing techniques such as path analysis or Structural Equation Modeling (SEM) in order to get a deeper analysis.

d) In addition, it can be added the mediation variable between Organizational Culture and Leadership Style with employee performance such as work motivation, work discipline, or organizational commitment.

References


