

# Effect of Organizational Culture, Work Motivation, and Work Safety to Employee Performance in PT PEPSI COLA Purwakarta

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**Abstract:** *PT PEPSI COLA Purwakarta is one of the beverage companies in Indonesia, where there are 170 companies. The purpose of this study was to determine the effect of corporate culture, motivation, and work safety on employee performance. The research instrument used was a structured questionnaire questionnaire. The questionnaire used is a closed questionnaire that is the model of the question that has been provided the answer, so that respondents only choose alternative answers that are in accordance with their opinions or choices. The closed question explains the respondent's response to the variable culture of the company, motivation, work safety, and employee performance. The results of the study using multiple regression analysis show that partially proving the culture of the company and motivation, affect the performance of employees at PT PEPSI COLA Purwakarta while work safety has almost no effect on the performance of employees at PT PEPSI COLA. It is recommended to companies to always provide salary increases, develop skills and abilities for employees so that employees improve performance and benefit the company.*

**Keywords:** employee motivation, employee commitment, organizational culture, employee performance

## 1. Introduction

To achieve a company that is effective and able to compete, encourages the management of PT PEPSI COLA to pay more attention to employee performance. According to Mangkunegara (2001: 67) performance can be defined as the work results in quality and quantity that can be achieved by an employee in carrying out tasks in accordance with the responsibilities given to him. Because performance is a function of potential, to achieve and maintain performance, a variety of corporate processes are needed that enable people and programs to realize their full potential, so the need to achieve and maintain performance determines the company's ability targets.

Corporate culture can greatly influence individuals and company performance, especially in competitive environments. New challenges facing the company encourage new ways to do something for continuous performance improvement. Corporate culture penetrates the life of the company in various ways to influence every aspect of the company (Brahmasari, 2009). According to Sartika et al (2008) corporate culture is an integration of values that are believed to be able to produce effective companies and reflected in the behavior of managers and employees, these values are formed from perceptions by people and are believed to be true. Perception is a portrait or view of a person or group or company regulating their feelings to interact with their environment.

Motivation is an encouragement so that employees can work in accordance with what is expected by the company (Hasibuan, 2009). Giving motivation to employees can influence company activities in increasing work productivity. The growth of motivation in employees can improve employee performance so that company goals can be achieved.

Then other factors that can affect employee performance are work safety. If workplace safety is given correctly, employees will be guaranteed more health to achieve organizational goals. Workplace safety is important for employees to prevent accidents, disability and death as a result of work equipment, and work environment (Sumbung, 2000). The work environment is a factor that influences employee performance in carrying out tasks, such as engine noise and soil dust. Although it seems trivial, it turns out that it has a great effect on the effectiveness and efficient implementation of tasks.

The purpose of this study is to find out and analyze the level of significance of the influence of corporate culture on employee performance. Knowing and analyzing the level of significance of the effect of work motivation on employee performance. Knowing and analyzing the level of significance of the effect of work safety on employee performance.

## 2. Research Purposes

This research aims to determine the effect of:

- 1) Corporate culture, simultaneous work motivation and work safety of employees and their significance to the performance of PT PEPSI COLA Purwakarta employees.
- 2) Partial corporate culture and its significance towards the performance of PT PEPSI COLA Purwakarta employees.
- 3) Partial work motivation and its significance towards the performance of PT PEPSI COLA Purwakarta employees.
- 4) Work safety partially and its significance towards the performance of PT PEPSI COLA Purwakarta employees.

## 3. Research paradigm

The research paradigm can be described as follows:

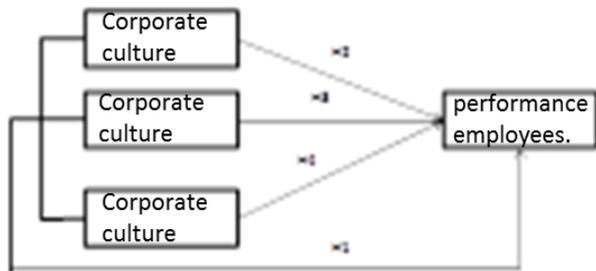


Figure 1: Research paradigm

#### 4. Research Methods

This research is exploratory research (explanation of influence) which will prove the causal relationship between the independent variables, namely the culture of the company, motivation, and work safety with the dependent variable (dependent variable), namely employee performance. The location of research by researchers was set at PT PEPSI COLA. BIC Branch of Purwakarta Regency, West Java. The sample in this study were employees of PT PEPSI COLA. 170 BIC branches. Which is determined by random sampling, by using the stratified random sampling method, namely the person who has been determined to meet with the researcher can be chosen as a member of the sample if deemed suitable and meets the criteria as a data source.

Sources of data in research on primary data and secondary data. The data collection technique used in this study was a structured questionnaire. In research, the questionnaire used is a closed questionnaire that is a question model in which the question is available answers, so that respondents only choose alternative answers that match their income or choice.

The question explained the responses of respondents to the culture of the company, motivation, work safety and employee performance. This study uses the method of multiple regression analysis. This model is a multiple regression model wherein to find out the regression equation the influence of corporate culture, motivation, and work safety on employee performance at PT PEPSI COLA. BIC Branch.

#### 5. Research Results and Discussion

##### 5.1 Results of Path Analysis of Linear Correlation & Regression

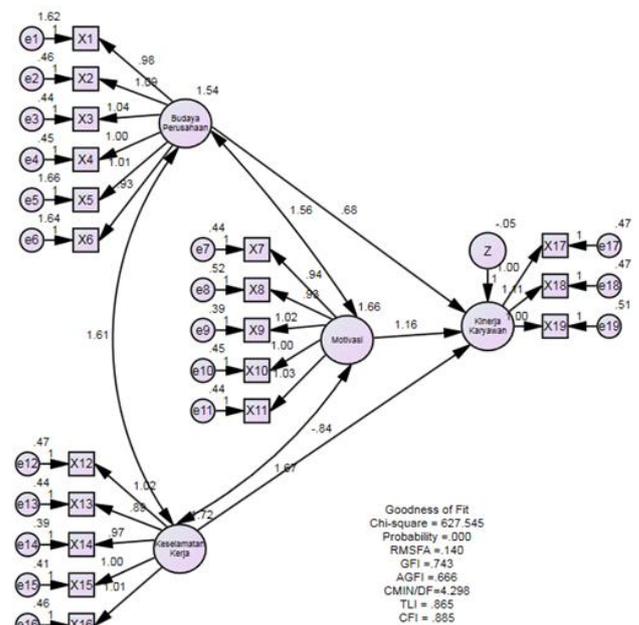


Figure 1: Analysis of Linear Correlation & Regression

Table 1: Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Kinerja_Karyawan <---	Keselamatan_Kerja	-.839	1.690	-.496	.620	par_12
Kinerja_Karyawan <---	Motivasi	1.158	.946	1.225	.221	par_20
Kinerja_Karyawan <---	Budaya_Perusahaan	.683	.933	.732	.464	par_21
X4 <---	Budaya_Perusahaan	1.000				
X3 <---	Budaya_Perusahaan	1.044	.061	17.207	***	par_1
X2 <---	Budaya_Perusahaan	1.086	.063	17.290	***	par_2
X1 <---	Budaya_Perusahaan	.980	.091	10.783	***	par_3
X10 <---	Motivasi	1.000				
X9 <---	Motivasi	1.016	.056	18.205	***	par_4
X8 <---	Motivasi	.928	.058	16.127	***	par_5
X7 <---	Motivasi	.941	.055	17.013	***	par_6
X15 <---	Keselamatan_Kerja	1.000				
X14 <---	Keselamatan_Kerja	.967	.053	18.413	***	par_7
X13 <---	Keselamatan_Kerja	.887	.052	17.064	***	par_8
X12 <---	Keselamatan_Kerja	1.020	.056	18.127	***	par_9
X17 <---	Kinerja_Karyawan	1.000				
X18 <---	Kinerja_Karyawan	1.114	.065	17.188	***	par_10
X19 <---	Kinerja_Karyawan	.997	.062	15.994	***	par_11
X5 <---	Budaya_Perusahaan	1.014	.092	10.965	***	par_13
X6 <---	Budaya_Perusahaan	.934	.091	10.310	***	par_14
X16 <---	Keselamatan_Kerja	1.015	.056	18.161	***	par_15
X11 <---	Motivasi	1.034	.058	17.860	***	par_16

#### 6. Discussion

##### 6.1 Effect of Work Safety on Employee Performance

The results of the analysis using AMOS programs show that the effect of Work Safety on Employee Performance has a correlation value (t) = -0,839. That is, if Work Safety at PT PEPSI COLA is considered so it will almost not affect Employee Performance.

##### 6.2 Effect of Motivation on Employee Performance

The results of the analysis using AMOS programs show that the effect of Motivation on Employee Performance has a correlation value (t) = 1.158. That is, if the work motivation at PT PEPSI COLA is considered to increase employee performance.

### 6.3 Effect of Corporate Culture on Employee Performance

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The results of the analysis using AMOS programs show that the effect of Corporate Culture on Employee Performance has a correlation value ( $t$ ) = 0.683. That is, if the Corporate Culture works at PT PEPSI COLA is considered to affect Employee Performance.

## 7. Conclusions and Recommendations

### 7.1 Conclusions

From the results of the research and discussion, some conclusions can be drawn, the Work Obedience variable is proven to partially influence the performance of employees at PT PEPSI COLA. BIC branch of Purwakarta, West Java. Conversely, the Motivation and Corporate Culture variables do not affect Employee Performance.

### 7.2 Recommendation

Based on the results of the research and discussion above, the researchers gave the first few recommendations that it is recommended that companies always provide salary increases, develop skills and abilities for employees so that employees improve their performance and benefit the company. Second, it is advisable for companies to always pay attention to employee absenteeism and do regular motivation so that employees improve their performance and benefit the company. And the last one is expected that further research can examine more deeply the culture of the company, motivation, and work safety which in this study influences the performance of employees at PT PEPSI COLA. BIC Purwakarta West Java branch so that a more complete picture can be obtained so that future research results are expected to be more perfect than this research.

## References

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## Author Profile

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