

## **ABSTRACT**

*Cimb Niaga Bank puts priority on building a culture based on ethical values and creating a supportive environment that enables our employees to develop to their full potential. Consistent and continuing implementation of bank Cimb Niaga's corporate philosophy and core values will bring the development of strong corporate culture that supports the bank business objectives. The corporate culture is not only limited to its core value, but also encompasses the functional and technical competency aspects as required by the bank to deliver and objectives.*

*One of the challenges after merger is socialize the Cimb Niaga corporate culture of different culture to the other bank with different culture before. The employees have been introduced to the bank's value and culture in order to fit them into Bank Cimb working environment. The leader with his leadership style have responsibility to influence the employee for the corporate goals.*

*There are a number of factors that affect employee's performance satisfaction. Each differs from an employee to another. In this research the researcher focuses on corporate culture and leadership style. This research for analysis corporate culture and leadership style factors and employee's performance at Call Center Bank Cimb Niaga. Descriptive method used for explains the influence of research's objects and to know the influence one object with other. Respondents involved in the research amounted to 114. Data was analyzed using SPSS 16 to analyze the corporate culture and leadership style between variables.*

*The research indicates that corporate culture and leadership style affects the performance at  $R^2$  (0,855). The dependent variable can explained by the independent variable at 75,6%.*

*Need the training on a sustainable corporate culture and dissemination to all employees so that employees truly understand the corporate culture and can work in accordance with the corporate culture that can enhance employee performance. Management should emphasize to all managers to implement and provide an example to his subordinates and members should be more involved role in any decision-making and to give confidence to subordinates to direct himself in a given responsibility.*