

ABSTARCT

This study aims to determine the effect of motivation, organizational culture, and employer branding on employee performance. The research population is all marketing and product department employees at KoinWorks totaling 73 employees, so that the entire population is sampled using a saturated sampling technique. The research method used is quantitative with SEM-PLS. Based on the results of the research analysis, motivation has a significant positive effect on employee performance; organizational culture has no significant effect on employee performance; employer branding has a significant positive effect on employee performance; motivation has a significant positive effect on employer branding; organizational culture has no significant positive effect on employer branding. Employer Branding does not mediate the effect of motivation on employee performance; Employer Branding does not mediate the influence of organizational culture on employee performance. It is recommended for companies to maintain the coworking space work system and hold routine bonding activities, in order to increase employee performance.

Keywords: Motivation, Organizational Culture, Employer Branding, Employee Performance



ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh motivasi, budaya organisasi, dan *employer branding* terhadap kinerja karyawan. Populasi penelitian semua karyawan departemen marketing dan produk yang ada di KoinWorks sejumlah 73 karyawan, sehingga seluruh populasi di jadikan sampel dengan teknik pengambilan sampel jenuh. Metode penelitian yang digunakan kuantitatif dengan SEM-PLS. Berdasarkan hasil analisis penelitian diperoleh motivasi berpengaruh positif secara signifikan terhadap kinerja karyawan; budaya organisasi tidak berpengaruh signifikan terhadap kinerja karyawan; *employer branding* berpengaruh positif secara signifikan terhadap kinerja karyawan; motivasi berpengaruh positif secara signifikan terhadap *employer branding*; budaya organisasi tidak berpengaruh positif signifikan terhadap *employer branding*. *Employer Branding* tidak memediasi pengaruh motivasi terhadap kinerja karyawan; *Employer Branding* tidak memediasi pengaruh budaya organisasi terhadap kinerja karyawan. Disarankan bagi perusahaan menjaga dan mempertahankan sistem kerja secara *coworking space* dan mengadakan kegiatan *bonding* rutin, agar dapat meningkatkan kinerja karyawan.

Kata kunci : Motivasi, Budaya Organisasi, *Employer Branding*, Kinerja karyawan

