

ABSTRACT

AWAL HIDAYAH, 2023. Analysis of Corporate Culture and Employee Performance at the Makassar City Racing Chicken Restaurant, Thesis for the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar, Supervised by Supervisor I HJ. Naidah, and Advisor II Andi Risfan Rizaldi.

This study aims to determine the company's culture and employee performance at the makassar city chicken racing restaurant. The type of research used in this research is qualitative with descriptive type, data analysis techniques used are data reduction, data presentation, and conclusion drawing. Data collection techniques are observation, interviews, documentation. The number of informants is 4 people.

The results of this study indicate that the company culture and employee performance at the makassar city racing chicken restaurant can be seen from several indicators, namely: direction on corporate culture and employee performance, in providing direction in the form of discipline is still not good, it is proven that there are still unscrupulous employees who are not able to work properly. Professionals such as arriving late or absent from work and employees who do not attend meetings. The reward system in the company culture and employee performance, in giving salaries and promotion employees who want to get a salary and promotion must first meet the requirements such as good employee attendance, being able to complete tasks on time, being present at meetings according to a predetermined schedule, routine in conducting training, and always following the training. The pattern of communication in the company culture and employee performance has not been going well, as can be seen from the branchhead who is always busy with his work and there is no time to exchange ideas with employees, resulting in poor communication.

Keywords: corporate culture, employee performance