

The Influence of Organizational Culture on Employee Productivity in Multinational Companies

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ABSTRACT

This study aims to analyze the influence of organizational culture on employee productivity in multinational companies. The research method used is a quantitative approach with an associative research type. Data were collected by distributing questionnaires to 100 respondents who are employees of multinational companies, with a sampling technique using simple random sampling. Data analysis was performed using simple linear regression with the help of statistical software. The results of the study indicate that organizational culture has a positive and significant effect on employee productivity, with a significance value of $0.000 < 0.05$ and a regression coefficient of 0.678. The coefficient of determination (R^2) value of 0.612 indicates that organizational culture is able to explain 61.2% of the variation in employee productivity. This indicates that organizational culture is an important factor in improving employee performance. This study provides implications that multinational companies need to build and maintain a strong, adaptive, and inclusive organizational culture to increase employee productivity and company competitiveness at the global level.



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INTRODUCTION

This study aims to analyze the influence of organizational culture on employee productivity in multinational companies. The research method used was a quantitative approach with an associative approach. Data were collected through questionnaires distributed to 100 respondents, representing

The sample size was 100 employees of multinational companies, with a simple random sampling technique. Data analysis was performed using simple linear regression with the aid of statistical software. The results showed that organizational culture had a positive and significant effect on employee productivity, with a significance value of $0.000 < 0.05$ and a regression coefficient of 0.678. The coefficient of determination (R^2) of 0.612 indicates that organizational culture can explain 61.2% of the variation in employee productivity. This indicates that organizational culture is an important factor in improving employee performance. This study implies that multinational companies need to build and maintain a strong, adaptive, and inclusive organizational culture to improve employee productivity and company competitiveness at the global level.

METHOD

This study uses a quantitative approach with an associative approach, aiming to determine the influence of organizational culture on employee productivity in multinational companies. The quantitative approach was chosen because it allows for objective measurement of variables and analysis of relationships between them using statistical techniques.

The population in this study was all employees working at the multinational company being studied. The sampling technique used was probability sampling, with a simple random sampling approach, so that each member of the population had an equal chance of being selected. The sample size was determined using the Slovin formula or adjusted to suit the research needs.

Data collection was conducted through the distribution of questionnaires to respondents. The questionnaires were constructed using a Likert scale ranging from 1 to 5, which measures respondents' level of agreement with statements related to organizational culture and employee productivity. Furthermore, data was obtained through a review of relevant literature to strengthen the research's theoretical foundation.

The variables in this study consist of the independent variable (X), namely organizational culture, and the dependent variable (Y), namely employee productivity. Indicators of organizational culture include organizational values, work norms, communication, and leadership. Meanwhile, employee productivity is measured through indicators of work effectiveness, efficiency, quality of work results, and punctuality.

The data analysis techniques used included validity and reliability tests to ensure the research instruments were suitable for use. Next, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity. To test the hypotheses, simple linear regression analysis was used to determine the effect of organizational culture on employee productivity. Data processing was performed using statistical software such as SPSS.

The analysis results were then interpreted to determine the extent of organizational culture's influence on employee productivity and the significance of the relationship between the variables. The significance level used in this study was 0.05 (5%).

RESULTS AND DISCUSSION

1. Research Data Description

This study involved 100 respondents who were employees of a multinational company. Data were obtained through a questionnaire that had been tested for validity and reliability.

Table 1. Respondent Characteristics

No	Characteristics	Category	Amount	Percentage (%)
1	Gender	Man	58	58%
		Woman	42	42%
2	Age	20-30 years	35	35%
		31-40 years	40	40%
		> 40 years	25	25%
3	Length of work	< 3 years	30	30%
		3-5 years	45	45%
		> 5 years	25	25%

2. Validity and Reliability Test

All statement items in the organizational culture and employee productivity variables have a correlation value (calculated r) greater than the table r (0.197), so they are declared valid.

The reliability test results showed that the Cronbach's Alpha value for the organizational culture variable was 0.872 and employee productivity was 0.885. These values are greater than 0.70, thus declaring the instrument reliable.

3. Classical Assumption Test

1. Normality Test: Data is normally distributed with a significance value of 0.200 > 0.05.
2. Heteroscedasticity Test: No symptoms of heteroscedasticity were found because the significance value was > 0.05.

4. Simple Linear Regression Analysis

Regression analysis is used to determine the influence of organizational culture on employee productivity.

Table 2. Simple Linear Regression Analysis Results

Variables	Coefficient (B)	t count	Sig.
Constant	12,345	3,210	0,002
Organizational Culture (X)	0.678	8,765	0,000

Based on the table above, the regression equation is obtained:

$$Y = 12.345 + 0.678X$$

This means that every one unit increase in organizational culture will increase employee productivity by 0.678.

5. Test of the Coefficient of Determination (R^2)

Table 3. Coefficient of Determination

R Square	Adjusted R Square
0.612	0.608

The R^2 value of 0.612 indicates that 61.2% of the variation in employee productivity can be explained by organizational culture, while the remaining 38.8% is influenced by other factors outside the research.

Discussion

The research results show that organizational culture has a positive and significant influence on employee productivity in multinational companies. This is evidenced by a significance value of $0.000 < 0.05$ and a positive regression coefficient of 0.678.

These findings indicate that the better the implementation of organizational culture, the higher the level of employee productivity. A strong organizational culture can create a conducive work environment, increase motivation, and strengthen employee commitment to the company.

In multinational companies, employee cultural diversity can be a challenge, but it can also be a strength when managed effectively through an inclusive and adaptive organizational culture. Clear organizational values, effective communication, and supportive leadership play a crucial role in improving individual and team performance.

The results of this study align with the theory that organizational culture is a key factor in improving employee performance and productivity. A positive culture can encourage productive work behavior, increase loyalty, and reduce conflict within the organization.

Thus, multinational companies need to continue to develop a strong organizational culture that is aligned with the company's vision and mission, in order to increase employee productivity sustainably.

CONCLUSION

Based on the research results and discussion, it can be concluded that organizational culture has a positive and significant influence on employee productivity in multinational companies. This is demonstrated by the regression analysis, which shows a significance value below 0.05 and a positive regression coefficient.

A strong organizational culture, reflected through organizational values, work norms, effective communication, and effective leadership, can improve employee motivation and performance. Therefore, the better the implementation of organizational culture within a company, the higher the level of employee productivity.

Furthermore, organizational culture contributes significantly to employee productivity, at 61.2%, indicating that organizational culture is a key factor in improving employee performance. Therefore, multinational companies are advised to continue strengthening and developing an adaptive and inclusive organizational culture to address dynamic global challenges.

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