

LITERATURE STUDY THE INFLUENCE OF CORPORATE CULTURE ON EMPLOYEE PERFORMANCE AND INNOVATION

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Abstract

Corporate culture has a relationship with employee performance; the better the corporate culture, the higher the level of employee performance. Furthermore, it was found that corporate culture has a relationship with employee innovation, and if the corporate culture is better, then employees can contribute to the growth of innovation. This is consistent with published theory and research and has served as a foundation for the notion that innovation and collaboration within an organization have implications for overall organizational health. Therefore, the authors are encouraged to be more detailed about the relationship between the cultural business community and employee motivation and performance, which can be revealed through several general indicators that will be discussed in this article.

Keywords: Corporate Culture, Employee Performance, and Employee Innovation.

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INTRODUCTION

Every business has a significant impact on employee productivity and innovation. Corporate culture is the values, norms and behaviors that are shared in the organization (Asbari et al., 2020). It affects the way people work, social interactions, and the amount of money the organization has. When a company's culture is supported by strong management and consistent implementation, it can inspire employees to work harder and innovate. This can be seen from the increase in productivity, product quality, customer service, and operational efficiency. In addition, businesses that encourage innovation can create a more conducive work environment and encourage employee creativity. Innovation is the melting or introduction of things that are different from those that exist or are known before, renewal, new discoveries that are different from those that exist or have been known before (Rosyiana, 2019).

Employees who step in and are given the freedom to create and develop new ideas will be more motivated to produce innovations that benefit the organization (Sidin & Herno Della, 2021). However, if a company's culture doesn't encourage innovation and employee productivity, it can lead to burnout and a lack of motivation to work hard. This can have a negative impact on organizational performance at all levels. In addition, a good company that encourages innovation can have a positive impact on employee productivity

and innovation, whereas a bad company can have a negative impact on employee productivity and innovation. As a result, businesses must prioritize and develop a culture that encourages innovation and employee productivity to increase organizational productivity and growth. According to Hari Sulaksono (2019), performance is the result of work and work behavior that has been achieved in fulfilling the duties and responsibilities given during a certain period of time.

In today's competitive environment, every business must be able to grow and develop by implementing various strategies outlined in employee productivity improvement programs. There are many factors associated with improving business operations (Tsauri, 2014). The single most important factor that businesses must pay attention to in order to achieve their goals is the factor that affects human capital (HR). According to Hari Sulaksono (2019), organizational/corporate culture is the values that become human resources in carrying out their obligations and behavior in the organization. Humans as business owners are a major factor because business depends on the people who live around it. Human Resources are competent in carrying out the tasks needed to be able to achieve the goals of the company.

Human resource management aims to improve the effectiveness of human resources in the organization, thus forming an effective work unit (Bratton et al., 2021). To achieve these goals, companies must evaluate various aspects related to things that can provide motivation, passion, and desire to work harder, so that it has a positive impact on the company. Increasing employee motivation to work is both a task and a necessity. Community resource management. This results in human resource managers executing a Long strategy. Among the many benefits are the ability to pursue a career, build a stable work environment, improve organizational culture, and so on (Andriani et al., 2022).

community resource management. This results in human resource managers executing a Long strategy. Among the many benefits are the ability to pursue a career, build a stable work environment, improve organizational culture, and so on. Employees will be more motivated and committed if their responsibilities are aligned with those of the company. Successful business organization is essential to increase employee productivity. An organizational culture that violates and acts for all employees. Work motivation is one of the important things in employee performance at work. Motivating employees is very important for their success in their work, because motivation is the readiness of a special person to perform or continue a series of activities aimed at achieving some predetermined goals.

RESEARCH METHODS

According to Sugiyono (2018), research using literature review is very important in conducting research because scientific-based literature will not be used as a source of research findings. This is because the study will not depart from scientific-based literature. Data handling is carried out by explaining and linking with literature related to the problems raised, especially literature on the role of village apparatus and village funds. This section is considered a theoretical landing and a practical guide when analyzing a problem. The author relies on literature research in the data collection process by collecting information about how employee performance and innovation affect company culture.

RESULT AND DISCUSSION

In the research journal "**The Effect of Innovative Behavior and Work Involvement on Employee Performance**" written by (Hadi et al., 2020) the purpose of the study is to examine the influence of innovative behavior variables and work involvement on employee performance.

The results of this study show that innovative behavior affects employee performance, and work involvement affects employee performance. The success of one company is inseparable from the performance of its employees, and today's companies are also increasingly dependent on the efforts of employees. The focus of a business is how to encourage, support, and cultivate innovative ideas from its employees. Companies are also expected to have the ability to treat their employees fairly when they are fired.

In the research journal "**The Influence of Organizational Culture and Work Environment on Organizational Commitment**" written by (Musmulyadi & Sari, 2020) the purpose of the study is to analyze the influence of organizational culture variables and work environment on organizational commitment.

The results of this study show that organizational commitment is not optimal, as evidenced by the existence of recapitalization data at the expense of very low paid workers and consequently lack of worker motivation to do their jobs well. Physical work environment that does not support is work equipment and work equipment that does not support because some of it has been damaged. Stacking files that are not neatly organized. There is a significant difference between work done by religious organizations and work done by diverse linguists in relation to organizational commitment. Instead, the majority of them cited the importance of organizational diversity to organizational commitment among key personnel. Some people say that work environment variables affect the organization of employee committees.

In the research journal "The influence of corporate culture on work motivation and its impact on employee performance" written by (Safitri, 2018) has the purpose of research to know the extent of the influence of corporate culture on work motivation and its impact on employee performance.

The results of this study show that Corporate Culture affects work motivation. This means that if the company's culture is improved, then work motivation will increase as well. Work motivation affects employee performance. This means that if work motivation is increased, then employee performance will increase as well. Company culture affects employee performance. This means that if the company culture is improved, then employee performance will increase as well.

Based on the results of the research Business culture is growing rapidly, with service excellence as the leading indicator. In addition, work motivation also changes significantly (Johanson & Vahlne, 2003). Thus, business companies know more about their work motivation. Based on the results of very strong work motivation research, the most important indicator is recognition. However, the work done by the Karayawan people is still very demanding. Thus, work motivation directed at improving employee performance will increase. On the other hand, the working day is still developing very fast. In this way, business practices are fair to the work of employees.

In the research journal "The influence of organizational culture and achievement motivation on employee performance through innovative behavior" written by (Muslim et al., 2021) has a research objective to determine and analyze the influence of Organizational Culture and Achievement Motivation on employee performance through innovative behavior.

The result of this study is that religious organizations harm the work of employees. Motivation affects the work of employees. Innovative innovation affects employee performance. Organizations in the business world are committed to innovation. The Achievement Motive is based on innovative potential. Innovative Behavior partially mediates the relationship between organizational culture and achievement motivation to employee performance, with a stronger direct effect alongside its mediation.

In the research journal "**The influence of corporate culture** on employee performance" written by (Awiara et al., 2022) has the purpose of research describing Corporate Culture and employee performance, as well as to analyze the Influence of Corporate Culture on employee performance.

The results of this study Corporate Culture affect performance. To maintain and improve the existing Corporate Culture in the company and employee performance, so that it remains at a very high criterion and must pay attention to other factors that can be developed again.

Corporate Culture consists of 5 indicators, namely Quality, Integrity, Teamwork, Innovative, Responsive which overall shows very high variable achievements, while employee performance consists of Effectiveness, Responsibility, Discipline, Initiative showing high variable achievements. The test results prove that the Corporate Culture variable affects Employee Performance, which is supported by the disclosure that the ability of the Corporate Culture variable to apply the Employee Performance variable is relatively weak.

CONCLUSION

Based on literature studies obtained from several previous studies by looking at the variables used in accordance with the title of our article, as well as indicators and some provisions of these studies are the same and in accordance with the title for further study. A company is able to have various innovation factors for employees at every level or level. Every time, employees work harder to achieve set goals if they see themselves as part of the company. Employee performance that affects the company's culture will improve the quality of employees with the good culture built in the company.

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