

ABSTRACT

Researchers took the object of research from PT Sinar Graha Indonusa Medan, the selection of objects caused by the decline in employee performance. Employee performance is getting better, if there are more incentives for employees who complete the units according to the specified targets. This is very important to do by the company because the spirit of whether or not employees can be caused by the size of the incentive received. From data observations and interviews, that the number of employees who receive annual incentives. This shows that there is no equality in providing incentives to employees who work in the company. In addition to providing incentives, there are other things that can support performance, such as communication. Poorly established communication can have a fatal impact on increasing production results. We can see the lack of communication between employees causing frequent employee errors that become obstacles to the quality of employee performance. The number of errors that occur routinely every month shows that employees do not have a good communication flow. The application of organizational culture in a company must be truly understood, because in reality the results of the interviews are still seen by many disputes in the company because it has not fully implemented a good organizational culture system. The total population of 143 people and 105 people taken for the sample test and the remaining 30 for the validity test. The research method used is quantitative with quantitative descriptive research. Methods of data collection by interview, distribution of questionnaires and study of documentation. The analytical method used is multiple linear regression, the coefficient of determination and testing simultaneously and partially. The results showed that incentives, communication, organizational culture simultaneously and partially had a significant positive effect on employee performance