

ABSTRACT

This study aims to examine the factors influencing employee performance in the clean water supply service industry. Specifically, it analyzes the impact of individual learning and learning culture on employee performance at PT Air Minum Giri Menang (Perseroda) in Mataram City. The research employs a quantitative approach with a causal associative design. Data were collected through a survey, using a structured questionnaire distributed to 119 permanent employees with a minimum educational qualification of a Diploma 1, selected through purposive sampling. The data were analyzed using descriptive statistical methods and multiple linear regression analysis.

The findings reveal that individual learning has a positive and significant effect on employee performance. Conversely, learning culture does not have a statistically significant impact on employee performance. However, simultaneous analysis indicates that individual learning and learning culture collectively contribute to improving employee performance. These results suggest that individual learning plays a crucial role in enhancing employee performance, while learning culture within the organization requires further reinforcement to exert a more substantial influence on employee performance in the public service sector, particularly in the clean water supply industry.

Keywords: *Individual Learning, Learning Culture, Employee Performance.*