

ABSTRACT

This study is motivated by the importance of fostering strong employee engagement and a positive corporate culture to support the achievement of optimal performance in the telecommunications infrastructure industry. PT Dayamitra Telekomunikasi Tbk (Mitratel), as a provider of telecommunications infrastructure services, requires human resource management strategies capable of enhancing productivity and competitiveness.

The literature review indicates that employee engagement is a psychological factor that drives individuals' full involvement in their work, while corporate culture reflects the values, norms, and behaviors that serve as shared guidelines. Previous studies have confirmed that both variables play a significant role in improving employee performance, although the degree of influence may vary depending on the organizational context. This research framework is constructed to examine the causal relationship between employee engagement and corporate culture on employee performance.

The study adopts a quantitative-verificative approach, with a population of 583 permanent employees and a sample of 103 respondents, determined using Slovin's formula. Data were analyzed using Structural Equation Modeling based on Partial Least Square (SEM-PLS) with the aid of SmartPLS software.

Descriptive analysis results show that employee engagement is in the very high category (91.01%), corporate culture in the very strong category (92.25%), and employee performance in the very good category (89.56%). Hypothesis testing revealed that employee engagement has a positive and significant effect on employee performance, with a path coefficient of 0.297 and a significance value of 0.021. Corporate culture was also found to have a positive and significant effect on employee performance, with a path coefficient of 0.639 and a significance value of 0.000.

Based on these findings, it can be concluded that higher employee engagement and stronger corporate culture lead to improved employee performance, with corporate culture exerting a more dominant influence. This study contributes to the development of organizational behavior literature and serves as a practical reference for formulating strategies to enhance sustainable employee performance at Mitratel.

Keywords: *employee engagement, company culture, employee performance, SEM-PLS, Mitratel*