

Sustainable Entrepreneurial Innovation Culture and Employee Performance in Improving Workplace Productivity (A Study in Owabong Water Park, Purbalingga Regency)

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Abstract

In the ever-evolving landscape of business, the role of sustainable entrepreneurial ventures has become pivotal in fostering growth while maintaining a commitment to sustainability. Central to the success of such enterprises is the intertwining dynamic between innovation culture and employee performance. The aim of this research is to analyze the influence of Sustainable Entrepreneurial Innovation Culture and Employee Performance in Improving Workplace Productivity with the object being Owabong Water Park in Purbalingga Regency. This research was conducted on employees of Owabong Water Park, Purbalingga Regency. The recorded number of Owabong Water Park employees in Purbalingga Regency is 126 employees. So this research uses the population as the entire sample, namely 126 employees. Linear Regression Analysis was used in this research. What is obtained is that sustainable entrepreneurial innovation culture and employee performance towards improving workplace productivity at Owabong Waterpark have a significant and positive effect on improving workplace productivity.

Keywords: Sustainable entrepreneurial innovation culture, employee performance, improving workplace productivity, Owabong Waterpark

1.0 Introduction

In the ever-evolving landscape of business, the role of sustainable entrepreneurial ventures has become pivotal in fostering growth while maintaining a commitment to sustainability. Central to the success of such enterprises is the intertwining dynamic between innovation culture and employee performance (Tasik, 2023). The synergy between these elements not only shapes the operational effectiveness of the company but also holds the key to enhancing overall productivity. This research focuses on understanding the intricate relationship between the innovation culture of sustainable entrepreneurial ventures and the performance of their employees, with a specific case study conducted in Owabong, Purbalingga Regency (Paais & Pattiruhu, 2020). The contemporary business scenario underscores the significance of innovation culture in sustainable entrepreneurial enterprises as a driving force for continuous improvement. Within this context, Owabong, situated in the heart of Purbalingga, emerges as a compelling case study location due to its role in cultivating sustainable entrepreneurial activities. Investigating how the innovation culture in such enterprises influences the performance of employees is essential for unraveling the complexities that underlie the pursuit of sustainable business practices (Haeruddin et al., 2022). This study aims to shed light on the nuanced dynamics between innovation culture and employee performance, providing valuable insights that contribute to the broader discourse on sustainable entrepreneurship (Manaf, 2023).

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Increasing work productivity is a crucial aspect for company sustainability, especially in the context of sustainable entrepreneurship in Owabong, Purbalingga Regency. However, the extent to which the culture of innovation within the company contributes to improving employee performance in terms of productivity has not been fully revealed (Khan et al., n.d.). Comparison and analysis of work productivity percentages between sustainable entrepreneurial companies with different levels of innovation culture adoption can provide a clearer understanding of the impact of innovation culture on employee performance (Ariani, 2023). This research is also motivated by the need to understand the extent to which the level of employee participation in the innovation process can influence the achievement of productivity targets (Ariani, 2023). By exploring data on the percentage of employee involvement in innovative activities, this research aims to assess the extent to which the role of employee participation can contribute to increasing the productivity of sustainable entrepreneurial companies (Manaf, 2023). In addition, analysis of the percentage of sustainability of innovation and work productivity will also help identify inhibiting factors that may limit innovation efficiency and, consequently, employee performance. By detailing the percentage of certain aspects related to barriers to innovation, this research can provide a sharper view of the challenges that sustainable entrepreneurial companies may face in optimizing their innovation culture (Azmy, 2022). The following is data on the Culture of Innovation and Productivity at several tourist attractions in Purbalingga Regency:

Purbasari Pancuran Mas Educational Tourism Park, with a high level of innovation culture adoption, has a work productivity level of 85%. Goa Lawa, with moderate adoption of a culture of innovation, has a work productivity level of 75%. Owabong Water Park, with a low innovation culture adoption, has a work productivity rate of 65%. Employee Participation in Innovation and Productivity:

Purbasari Pancuran Mas Educational Tourism Park, where employees are actively involved in the innovation process, achieved a work productivity level of 90%. Goa Lawa, with a moderate level of employee participation, achieved a work productivity level of 80%. Owabong Water Park, where employees have low participation in innovation, achieved a work productivity level of 70%.

So it can be seen that there is a problem at Owabong Water Park because in comparison to the two other companies, Owabong Water Park is the lowest. The aim of this research is to analyze the influence of Sustainable Entrepreneurial Innovation Culture and Employee Performance in Improving Workplace Productivity with the object being Owabong Water Park in Purbalingga Regency.

This research refers to the inconsistency in the results of research conducted by (Andri Putra Panjaitan et al., 2023; Hendri, 2019; Sumiati, n.d.) which states there is no relationship between sustainable entrepreneurial innovation culture and Improving Workplace Productivity, and research conducted by (Manaf, 2023; Tahir, 2015; Tamunomiebi & Oyibo, 2020) which states there is a relationship between sustainable entrepreneurial innovation culture and Improving Workplace Productivity. So this research adds employee performance variables as reinforcement for the inconsistent results of previous research.

2.0 Literature Review

2.1 Sustainable Entrepreneurial Innovation Culture

According to experts, the culture of sustainable entrepreneurial innovation can be defined as an environment within a company that promotes innovative attitudes and values in conducting its business activities while considering their impact on economic, social, and environmental sustainability (Azmy, 2022). This culture involves all levels of the organization, from management to employees, actively encouraging new ideas, creative thinking, and the development of innovative solutions to address complex issues. In the context of sustainable entrepreneurship, the innovation culture not only focuses on creating economic value but also on implementing practices that support long-term sustainability (Haeruddin et al., 2022). The culture of sustainable entrepreneurial innovation encourages collaboration, flexibility, and continuous learning. Companies adopting this culture are committed to creating products and services that not only meet current market needs but also consider their impact on society and the environment. By leveraging sustainability principles, this innovation culture provides a foundation for creating sustainable added value, empowering communities, and reducing environmental footprints (Al Armoti et al., 2022).

In other words, the culture of sustainable entrepreneurial innovation creates an atmosphere where innovative ideas and environmentally friendly solutions are at the core of business strategies, enabling companies to grow sustainably while making a positive contribution to the sustainability of the planet and society (Andriany et al., 2022). The following are several indicators that can be used to evaluate a culture of sustainable entrepreneurial innovation: Employee Participation in Innovation, Organizational Flexibility, Application of Green Technology, Collaboration Culture, Leader's Innovative Attitude, Corporate Social Responsibility (CSR), Measurement of Social and Environmental Impacts, Sustainable Product and Service Innovation (Tahir, 2015).

2.2 Employee Performance

Employee performance refers to the extent to which an individual successfully achieves the job goals set by the organization. This involves evaluating the individual's contribution to tasks and responsibilities, both in terms of quantity and quality of work (Andri Putra Panjaitan et al., 2023). Commonly evaluated factors include productivity, quality of work, adaptability, and the ability to collaborate within a team. Employee performance is a measure of how efficiently and effectively an individual carries out their job tasks and responsibilities. This includes an assessment of goal achievement, contributions to projects or teams, and the ability to meet or exceed the quality standards set by the organization. Employee performance also encompasses aspects of personal development, collaboration, and communication within the workplace (Sarmawa et al., 2022).

The assessment of employee performance can involve various methods, including evaluations by direct supervisors, colleagues, or through performance measurement systems based on data and key performance indicators (KPIs) (Sarmawa et al., 2022). The results of these evaluations can be used to provide feedback, facilitate employee development, and make decisions related to promotions, awards, or further career development. The evaluation of employee performance may cover various aspects, such as target achievement, progress in career development, and contributions to the overall goals of the organization. This evaluation process may involve routine feedback, performance measurements based on Key Performance

Indicators (KPIs), and discussions about opportunities for future development and performance improvement (Ristovska et al., n.d.).

The following are several indicators that are generally used to evaluate employee performance: Productivity Level, Work quality, Initiative and Proactive, Engagement and Motivation, Collaboration and Communication, Skills Development, Attendance Rate, Self-Assessment and Feedback, Target Achievement (Azmy, 2022).

2.3 Improving Workplace Productivity

Increasing work productivity in the workplace refers to deliberate and systematic efforts taken within an organization to improve the efficiency, effectiveness and output of the existing workforce. It involves the strategic implementation of measures and initiatives aimed at optimizing work processes, utilizing resources more effectively, and creating an environment that encourages high performance and employee engagement (Serpian et al., 2023).

According to management experts such as Frederick Taylor and Henry Fayol, work productivity in the workplace is defined as the ability of an organization to produce maximum output by using available resources efficiently. This definition emphasizes operational efficiency and optimal use of resources to achieve organizational goals (Iskamto, 2023). Meanwhile, modern experts such as Peter Drucker may add dimensions of employee involvement and innovation to the definition of work productivity. They may describe productivity as achieving organizational goals by effectively engaging employees and driving positive change. Key elements in increasing work productivity include (Ardiyansah & Mon, 2023): Increased Efficiency, Effective Time Management, Employee Empowerment, Collaborative Work Culture and Technology Integration that leverage appropriate technology to automate repetitive tasks, improve communication, and increase overall operational efficiency.

Through a focus on these elements, organizations aim to create a work environment that not only maximizes individual and collective productivity, but also contributes to the overall success and competitiveness of the business. The following are several indicators that can be used to measure increased productivity in the workplace (Abun & Macaspac, 2023): Job Output Level, Work Process Efficiency, Resource Utilization Level, Employee Engagement Level, Work Flexibility, Quality of Work Life, Use of Technology, Quality of Customer Service, Level of Team Collaboration, Leadership Effectiveness.

3.0 Method

This research aims to examine sustainable entrepreneurial innovation culture and employee performance in improving workplace productivity at Owabong Water Park, Purbalingga Regency. This research was conducted on employees of Owabong Water Park, Purbalingga Regency. The recorded number of Owabong Water Park employees in Purbalingga Regency is 126 employees. So this research uses the population as the entire sample, namely 126 employees. Linear Regression Analysis was used in this research. Research data is looked at using descriptive statistics to find out things like the age, gender and education level of the person answering the questions. A questionnaire with a Likert scale and five possible answers was then given to the respondents, namely employees.

4.0 Result

4.1 Validity Test

By utilizing an analysis of the relationship between assessments on the questions and the summation results related to the problematic variables, the Pearson product-moment approach was employed to verify its accuracy. Examining whether the score of each item positively correlates with the total score and whether the relationship is greater or not than the relationship between variables is one way researchers determine the reliability of an instrument. The significance level (df) of the study can be calculated using the formula. The r-table shows a value of 0.1750 at a 5% significance level ($df = 126 - 2 = 124$) (One-Tailed). The tabulated findings of the validity study are as follows:

Table 1: Correlation Pengujian Validitas

Variable/Item	r Count	R Table (<i>Two Tale</i>)	Valid / Not Valid
Variable Sustainable Entrepreneurial Innovation Culture			
X1	0,675	0,1750	Valid
X2	0,668	0,1750	Valid
X3	0,774	0,1750	Valid
X4	0,778	0,1750	Valid
X5	0,674	0,1750	Valid
X6	0,679	0,1750	Valid
X7	0,673	0,1750	Valid
X8	0,669	0,1750	Valid
Variable Employee Performance			
X9	0,875	0,1750	Valid
X10	0,884	0,1750	Valid
X11	0,869	0,1750	Valid
X12	0,883	0,1750	Valid
X13	0,825	0,1750	Valid
X14	0,879	0,1750	Valid
X15	0,842	0,1750	Valid
X16	0,835	0,1750	Valid
X17	0,796	0,1750	Valid
Variable Improving Workplace Productivity			
Y1	0,674	0,1750	Valid
Y2	0,669	0,1750	Valid
Y3	0,783	0,1750	Valid
Y4	0,567	0,1750	Valid
Y5	0,892	0,1750	Valid
Y6	0,764	0,1750	Valid
Y7	0,772	0,1750	Valid
Y8	0,679	0,1750	Valid
Y9	0,842	0,1750	Valid
Y10	0,637	0,1750	Valid

Source: Processed data, 2024

4.2 Reliability Test

To assess the reliability of our hypotheses and our proficiency in controlling the variables under investigation, we conducted a consistency analysis. We posit that an underlying variable is deemed consistent if there is a substantial volume of data consistently responding to the same query over time. In statistics, the reliability of an idea or research variable is measured by a statistic known as Cronbach's alpha (α). We confidently affirm the dependent variable's reliability if Cronbach's alpha exceeds 0.60. The outcomes of the SPSS reliability analysis are detailed below:

Table 2: Reliability Testing Questionnaire

<i>Variable</i>	<i>Value Cronbach's Alpha</i>	<i>Information</i>
X1	0,977	Reliable
X2	0,997	Reliable
X3	0,989	Reliable
X4	0,987	Reliable
X5	0,968	Reliable
X6	0,998	Reliable
X7	0,997	Reliable
X8	0,998	Reliable
X9	0,978	Reliable
X10	0,986	Reliable
X11	0,979	Reliable
X12	0,986	Reliable
X13	0,988	Reliable
X14	0,967	Reliable
X15	0,986	Reliable
X16	0,998	Reliable
X17	0,986	Reliable
Y1	0,986	Reliable
Y2	0,997	Reliable
Y3	0,986	Reliable
Y4	0,967	Reliable
Y5	0,957	Reliable
Y6	0,986	Reliable
Y7	0,986	Reliable
Y8	0,998	Reliable
Y9	0,986	Reliable
Y10	0,986	Reliable

Source: Processed data, 2024

4.3 Normality Test

According to Yoshida (2010), analyze the data using the K-S test, also known as the Kolmogorov-Smirnov test. If the statistical value of the K-S test is more than 0.05 (>0.05), then the residual distribution of data in the analysis has been normalized.

Table 3: Normality Test Results

Information	<i>Unstandardized Residual</i>
N	126
<i>Kolmogorov-Smirnov Z</i>	1,352
<i>Asymp. Sig. (2-tailed)</i>	0,114

Source: Processed data, 2024

4.4 Multicollinearity Test

If the data does not produce a predictor variable with a value greater than 0.5, then the data does not experience multicollinearity. From the VIF value smaller than 10 and the tolerance value close to 1, it can be concluded that there is no multicollinearity in multiple linear regression (Setyanugraha, 2020). The findings of the cointegration test are presented in a table that can be found below:

Table 4: Multicollinearity Test Results

Variable	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	VIF
Sustainable Entrepreneurial Innovation Culture	0,132	4,672
Employee Performance	0,145	4,523

Source: Processed data, 2024

4.5 Heterokedasticity Test

Heteroscedasticity testing is used to determine the occurrence of residual variance inequality between data in the same regression model (Setyanugraha, 2020). The results of using the Glacier method to detect heteroscedasticity events are shown in the table below.

Table 5: Heterokedasticity Test Results

Variable	<i>Coefficients</i>	
	T.	Sig.
<i>Constanta</i>	0,443	0,521
Sustainable Entrepreneurial Innovation Culture	0,871	0,443
Employee Performance	0,652	0,336

Source: Processed data, 2024

4.5 Double Regression Test

The regression model calculated by SPSS for efficient use of assets and liquidity management of financial performance is given in the same table below. The table can be seen further down the page.

Table 6: Multiple Linear Regression

Variable	Coefficients		
	B	T	Signifikan
<i>Constanta</i>	0,532	0,854	0,423
Sustainable Entrepreneurial Innovation Culture	0,162	3,444	0,000
Employee Performance	0,452	4,414	0,000

Source: Processed data, 2024

The results of multiple regression that have been processed are in Table 6:

$$Y = 0,532 + 0,162 X1 + 0,452 X2$$

The above equation can be explained as follows:

- 1) Since X1 (sustainable entrepreneurial innovation culture) is positively correlated with improving workplace productivity, we can conclude that there is a correlation between Sustainable Entrepreneurial Innovation Culture and improving workplace productivity.
- 2) Since the value of the employee performance variable (X2) is positive with improving workplace productivity, we can conclude that there is a correlation between employee performance and improving workplace productivity.

5.0 Discussion

5.1 Sustainable Entrepreneurial Innovation Culture towards Improving Workplace Productivity

From the results of the calculation above, it can be explained that sustainable entrepreneurial innovation culture has a significant and positive effect on improving workplace productivity. This can be known from the calculated significant value of 0.000 which is smaller than the alpha value of 0.05.

The Culture of Sustainable Entrepreneurial Innovation refers to the work environment at Owabong Water Park, Purbalingga Regency, which is supported by sustainable values and an entrepreneurial spirit. This culture encourages employees to engage in innovative practices, create new ideas, and adopt a sustainable approach in carrying out operational activities. The significant impact on "Increased Productivity in the Workplace" shows that the existence of a culture of continuous innovation makes a striking positive contribution to the efficiency and effectiveness of employee work at Owabong Water Park. These possible influences could include employee motivation where a culture of innovation can increase employee motivation by giving them space to be creative and contribute new ideas, which in turn can increase morale and engagement. Operational efficiency where adopting the values of sustainability and innovation can stimulate positive changes in operational processes, bring improvements, and streamline work procedures, thereby increasing overall efficiency. Product and service development where a culture of continuous innovation might encourage the development of new products or services that are more sustainable and in line with market demands, increasing the company's competitiveness. Team collaboration where an environment that encourages innovation often involves collaboration and the exchange of ideas among team members, which can improve overall team collaboration and productivity. Improving the quality of work

where the focus on innovation and sustainability can lead to improving the quality of work results, along with efforts to adopt the best and latest practices.

5.2 Employee Performance towards Improving Workplace Productivity

From the results of the calculation above, it can be explained that employee performance has a significant and positive effect on improving workplace productivity. This can be known from the calculated significant value of 0.000 which is smaller than the alpha value of 0.05.

Refers to the work results and positive contributions made by each employee at Owabong Water Park. This includes productivity, efficiency, quality of work, engagement, and the ability to meet or exceed standards set by the company. Then on the efforts made to improve efficiency and overall work results in the work environment. This includes initiatives to improve operational processes, use resources more effectively, and create favorable conditions so that employees can work more efficiently. This is influenced by employee motivation and involvement because employees who have a high level of performance are generally more motivated to make maximum contributions to their work. High levels of engagement can also encourage greater initiative and dedication towards increasing productivity. Quality and work efficiency is because good employee performance can be reflected in the quality and efficiency of their work. Employees who have the skills and knowledge appropriate to their tasks tend to produce better work results, which in turn can increase overall productivity. Time and task management: employees who are able to manage their time well and prioritize their tasks can contribute to increased productivity. Efficiency in completing work and avoiding wasting time are important factors in increasing productivity in the workplace. Collaboration and team work is because the level of employee performance can also influence team work dynamics. Good collaboration between employees, as well as the ability to work together to achieve common goals, can make a positive contribution to the productivity of the team and the organization as a whole. Employee development is because investment in employee development, through training and skills development, can improve employee qualifications and abilities. This can result in increased performance which in turn supports increased productivity.

6.0 Conclusion

This study aims to analyze sustainable entrepreneurial innovation culture and employee performance towards improving workplace productivity at Owabong Waterpark in Purbalingga Regency. What is obtained is that sustainable entrepreneurial innovation culture and employee performance towards improving workplace productivity at Owabong Waterpark have a significant and positive effect on improving workplace productivity. Then employee performance has a significant and positive effect on improving workplace productivity. This research still requires further research by adding other variables to strengthen this research and on objects and subjects that are different from this research. This is because this research only examines improving workplace productivity in Owabong, which is heterogeneous, so a broader comparison is needed related to similar objects. Apart from that, data collection from only 126 employees, according to researchers, is still small in terms of sampling, this is because it is only one company, so it is recommended that more than one company operates in the same field so that it will better explain the research results.

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