ABSTRACT

Organizational culture is very important when it is faced by the improvement of the performance of an organization and its employees. Many people do not realize that a successful job is based on the values which begin from habit and principle of belief to the habitual behavior of those who do their jobs. Since culture is related to work quality standard, this culture is then called work culture which is important to be developed because it gives positive impact on the achievement of the sustainable change in the work place and in the work culture.

The type of the research was quantitative with cross sectional design which was aimed to analyze the influence of work culture on the performance of nurse instructors. The research was conducted at the University of Sari Mutiara Indonesia from June 17 to July 8, 2013. The samples consisted of 31 respondents, using total sampling technique. The questionnaires consisted of 45 questionnaires.
about statements and questionnaires about the performance of nurse educator with 30 questions. The data were analyzed by using Pearson product moment test and multiple linear regression test. Based on bivariate analysis, it was found that there was a significant correlation of work cultures based on talent, commitment, academic qualification, competence, responsibility, income, long life study, legal protection guarantee, and professional organization with the performance of nurse educator. Based on multiple linear regression test, it was found that, partially, commitment had the influence on the performance of nurse educator \( p=0.039 \) and responsibility had the influence on the performance of nurse educator \( p=0.006 \). The variable of responsibility had the most dominant influence on the performance of nurse educator. It is recommended that the management of the institution should evaluate nurse educator performance, either their academic performance or their non-academic performance. Nurse educator who have good performance are given rewards such as the opportunity to participate in meetings, to give speech on the meeting forum so that they will be motivated to achieve better performance.

Keywords: nurse educator, work culture, performance