

ABSTRACT

This study aims to find out how organizational culture and career development of PT Astra International tbk employees - Isuzu Sales Operation Bandung branch as well as to know the influence of organizational culture on employee career development from ISO branch Bandung. Organizational culture as independent variable by using theory from Cameron & Quinn (2011:35) which divide organizational culture into 4 types of culture that is clan culture, adhocracy culture, market culture, hierarchy culture. The employee career development as a dependent variable by using the theory of Alex S Nitisemito (2013).

The research method used in this research is descriptive causal study with data analysis technique used is descriptive statistical analysis and path analysis. The data obtained from this study is to spread the questionnaire to all employees remain ISO branch Bandung which amounted to 53 employees.

The results of data analysis in this study indicate that the organization culture of ISO branch of Bandung at this time is organizational culture with hierarchy culture type as strong culture with 75,8% percentage and career development of employees from ISO branch of Bandung is Low with percentage equal to 59,7%. In addition there is a significant influence simultaneously for all types of organizational culture. Partially, however, only the culture of adhocracy and market culture has a significant influence on employee career development with the greatest influence on career development that is adhocracy culture with a percentage of 14.5%. Simultaneously, organizational culture has an effect on to career development of PT Astra International tbk employees - Isuzu Sales Operation Bandung branch equal to 66,4% and the rest 33,6% influenced by other factor which is not rigorous researcher in this research.

Key Words: Organizational Culture, Clan Culture, Adhocracy Culture, Market Culture, Hierarchy Culture, Employee Career Development