

ABSTRACT

This study was conducted to determine the effect of organizational culture on employee engagement in PT Asuransi Jasa Indonesia Branch Bandung Retail. The purpose of this study was to determine and analyze the organizational culture is applied by the company, the employee engagement is done by the employees, the influence of organizational culture on employee engagement in PT Asuransi Jasa Indonesia Branch Bandung Retail.

This study uses quantitative descriptive research-causality. Sampling technique used was saturated sample type under non-probability sampling, with the total number of 35 respondents. The data was analyzed descriptively, and the hypothesis were tested by using simple linear regression analysis.

Based on the results of hypothesis testing, organizational culture significantly influence employee engagement in PT Asuransi Jasa Indonesia Branch Bandung Retail. The results of coefficient of determination showed that organizational culture PT Asuransi Jasa Indonesia Branch Bandung Retail was able to explain 0,22% employee engagement and the remaining 99,8% was influenced by other factors not examined in this research.

The conclusion of this study, organizational culture significantly influence employee engagement, however PT Asuransi Jasa Indonesia Branch Bandung Retail should be more intense again internalize the organizational culture, so that the level of employee engagement can be achieved better.

Keywords: *Organizational Culture, Employee Engagement, non-probability sampling*