

ABSTRACT

Human resources (HR) at PT. Asuransi Jiwa Bumiputera is a major factor to support the productivity of the company. Each employee has the ability in theirselves, based on their value. Value desired to motivate themselves to reach a goal. There are 10 components that exist in each human. There are benevolence, universalism, power, achievement, hedonism, self-direction, stimulation, conformity, tradition, and security).

This research uses descriptive type with quantitative method. The population used in this research are employees of PT. Asuransi Jiwa Bumiputera Bandung with amount of 100 employees. The data analysis technique used in this research is descriptive analysis and factor analysis.

Descriptive analysis showed that basic human values are in good category and factor analysis showed that there are two dominant factors formed in the basic human values on employees of PT. Asuransi Jiwa Bumiputera Bandung. These factors are named as the harmony and self-enhancement factors. Harmony factors are represented by universalism, conformity, tradition, security, benevolence and self-direction variables. Self-enhancement factors are represented by achievement, power, hedonism, and stimulation variables. Harmony factors are the highest contribution in the basic human value.

Keywords: *basic human values, factor analysis, HR*