

ABSTRACT

This study was conducted to determine the effect of organizational culture on employee loyalty pass PT. Tara Megah Muliatama or commonly known as Gemah Ripah Taxi. The purpose of this study is to know and analyze how corporate culture in the company, how employee loyalty, especially drivers, and how much influence the organizational culture on employee loyalty at PT. Tara Megah Muliatama.

This research uses quantitative method with descriptive research type - kasualitas. Samples from this study were taken at random of 78 respondents. The analysis technique used in this research is descriptive analysis and simple linier regression analysis.

The data collection needed in this study is by distributing questionnaires to 78 drivers of the Gemah Ripah Taxi. Regression test results show organizational culture influences employee loyalty. While the R square value on the coefficient of determination shows that the organizational culture of employee loylality is 16%, the remaining 84% is influenced by other factors not discussed in this study.

Keywords: Organizational Culture, Employee Loyalty, Turn Over