

ABSTRACT

Loyalty is very important because it can support the work of employees of the organization by sacrificing their personal interests to support the achievement of organizational effectiveness and efficiency that affect the progress of the organization (Rachmadani, 2015). The importance of organizational culture is a good concern, because organizational culture is one of the important factors in determining the success rate of an organization. The leadership style adopted by Purwa Caraka Music Studio in the Ujung Berung branch of Bandung is a democratic leadership style. Leadership with organizational culture has a very close relationship. This research was conducted with the aim to determine the effect of clan organizational culture and democratic leadership style on employee loyalty at the Ujung Berung Caraka Music Studio Bandung branch. The research hypothesis is formulated, namely there is a significant effect of Clan Organizational Culture and the Style of Democratic Leadership simultaneously or partially towards Employee Loyalty at Purwa Caraka Music Studio, Ujung Berung Bandung branch.

The method used in this study is a quantitative method with a type of descriptive and causal research objectives. The number of samples taken for this study is the total population or all employees at Purwa Caraka Music Studio in the Ujung Berung Bandung branch, which numbered 30 people. The analysis technique used is multiple linear regression analysis.

The results of the study stated that the Clan Organizational Culture and Democratic Leadership Style had a significant effect on Employee Loyalty both partially and simultaneously. To increase Loyalty, it is expected that employees do not demand compensation in participating in activities

Keywords: Clan Organizational Culture, Democratic Leadership Style, Employee Loyalty