

## ***ABSTRACT***

*At PT Asuransi Kredit Indonesia (Persero) Cabang Bandung, it is indicated that there are employees who are not engaged with their work and organization. Although the indications of engaged employee are more in organization, but this condition is still a concern to the organization. Employee involvement can be influenced by factors such as culture that have been applied by PT Asuransi Kredit Indonesia (Persero) Cabang Bandung itself.*

*The purpose of this study is to find out what level of organizational culture is applied in PT Asuransi Kredit Indonesia (Persero) Cabang Bandung and also to determine the level of employee engagement in PT Asuransi Kredit Indonesia (Persero) Cabang Bandung. This research also conducted to determine the effect of organizational culture on employee engagement.*

*This study uses a quantitative method with data collection techniques using questionnaires that are distributed to all employees of PT Asuransi Kredit Indonesia (Persero) Cabang Bandung. The sampling method used in this study is a non probability sampling with a total sampling technique for research sampling. Descriptive analysis and simple linear regression analysis are used to interpret the results of the study.*

*The processed data shows that the level of organizational culture in PT Asuransi Kredit Indonesia (Persero) Cabang Bandung belongs in a very strong category. While the level of employee engagement in PT Asuransi Kredit Indonesia (Persero) Cabang Bandung belongs in the engaged category. Then the regression test result shows that organizational culture has a significant positive effect on employee engagement at PT Asuransi Kredit Indonesia (Persero) Cabang Bandung.*

*PT Asuransi Kredit Indonesia Cabang Bandung in applying organizational culture must be suitable with their HR in the company. So that this will make an increase in the engagement of employees to their work and the company.*

*Keyword: Organizational Culture, Employee Engagement.*