

ABSTRACT

This study discusses the effect of implementing AKHLAK organizational culture on PT Dirgantara Indonesia's employee engagement. The purpose of this study was to determine the influence value of AKHLAK's Organizational Culture on PT Dirgantara Indonesia's employee engagement scores. In this study, researchers used quantitative methods with descriptive analysis types. Sampling using simple random sampling technique with respondents as many as 360 active employees of PT Dirgantara Indonesia. This study applies data analysis techniques in the form of simple linear regression. Based on the results of the hypothesis research using the T test, the results obtained were the influence of the X variable on the application of AKHLAK organizational culture on the Y Employee Engagement variable.

Keywords : Organizational Culture, Organizational Communication, Employee Engagement