

ABSTRACT

Organizational culture has functioned as a differentiator from other organizations with one organization. Organizational culture can also serve as a toll for the company in achieving company goals. According to Robbins one of the functions of the culture of the organization is to maintain the stability of the organization that will support the work productivity company. The purpose of this research is to know the characteristics of the culture of the organization and measuring its influence against work productivity of employees of PT. Garuda Indonesia City Center. Type of this research is a descriptive analysis with quantitative approach. Analysis of linear regression used is simple regression. Samples were taken on the basis of Proportionate Stratified Random Sampling. F test results and significance of research showing that the characteristics of the culture of the Organization was significantly influential Employee to productivity. The influence of his great reach 65,8% indicated by the test result the coefficient of determination. Conclusion the results of the study is that the understanding of the characteristics of organizational culture effect significantly to the productivity of employees working on the City Center of PT. Garuda Indonesia, Tbk.

Keywords: Characteristics , Organizational Culture , Productivity.