

ABSTRACT

To become the largest coconut processing company in Indonesia, PT. Pacific Eastern Coconut Utama Pangandaran requires innovation to have a competitive advantage. However, organizational culture and leadership within the company have not supported the sustainability of innovation. So this study aims to know and analyze how the application of organizational culture, leadership of innovation in PT Pacific Eastern Coconut Pangandaran.

This research uses quantitative method with descriptive-causality research type. Sampling was done by stratified random sampling method, with 159 respondents. Technical analysis of data used is descriptive analysis and multiple linear regression.

The overall research results conclude that organizational culture, and leadership have a positive and significant effect on innovation. From the coefficient of determination found that organizational culture and leadership influence 14.3% of innovation in PT.Pacific Eastern Coconut at Pangandaran, and the rest as much as 75.7% influenced variable not examined in this study.

In conclusion, organizational culture is categorized as excellent, and leadership and innovation fall into good category. However, there are several items that need to be improved: the employee's performance to innovate, and the strategies that leaders have for the future.

Keywords: *Innovation, Leadership, Organizational Culture.*