

## **ABSTRACT**

*This study was conducted to determine the analysis of the dominant factors of organizational culture at PT INTI (Persero) Bandung. The purpose of this study was to determine and analyze how the organizational culture and find out dominant factors determine in strengthening organizational culture at PT INTI (Persero) Bandung.*

*This study is a quantitative descriptive research. The sampling technique is a random sampling type under probability sampling, with the total number of 100 respondents at PT INTI (Persero) Bandung. The data analysis technique used in the study are descriptive analysis and factors analysis.*

*The result of this study indicate that respondents responses to organizational culture fall into the good category with a score of 71,7%. Based on the results of factor analysis, there are two new components that shape organizational culture factors at PT INTI (Persero) Bandung, component one which is named Constructive Culture with a variance value of 49,59% which contains factors of Clarity, Dissemination, Cohesion and Commitment. Component two, which is named Aggressive Culture has a variance value of 19,26% which contains the factors of Intensity, Ritual, Cultural Network and Performance. Thus the dominant factors that shape the Organizational Culture at PT INTI (Persero) Bandung are components that are named Constructive Culture by having a variance value or a contribution of 49,59%.*

*Keywords : Organizational behavior, organizational culture, strong organizational culture.*