ABSTRACT

One of the most important things to manage human resource is employee engagement. One of the most influencing factors in employee engagement is organizational culture. Organizational culture is a system of shared meaning adopted by members of the organization that distinguishes the organization from other organizations.

This research was conducted to determine the influence of organizational culture on employee engagement at PT. Telkom Indonesia Witel Bandung Barat. The purpose of this study was to determine how much organizational culture influencing employee engagement PT. Telkom Indonesia Witel Bandung Barat so that management applies an appropriate culture that can optimize the sense of employee involvement towards the company to produce solid employees.

This study used a quantitative research approach through descriptive causality analysis methods. The data collection technique used saturated samples with the number of respondents was 62 respondents and used simple linear regression analysis techniques

Based on the results, it is known that the organizational culture variable has a positive and significant influence on employee engagement. This is evidenced by the value of $t_{count} > t_{table}$ (2,018> 1,671) with a significance level 0,048 <0,05 and also contributes 24,2% on employee engagement.

Based on the results of hypothesis testing, organizational culture variable has a positive and significant and also contributes 24,2% on employee engagement at PT. Telkom Indonesia Witel Bandung Barat, while the other 75,8% is influenced by other variables that are not in this study.

Keywords*: Organizational Culture, Employee Engagement, Human Resource Management*