

## **ABSTRACT**

*This study uses the object of the employee of PT. Telekomunikasi seluler (Telkomsel) Regional Bandung.*

*This study aims to find out how the implementation of organizational culture, how employee job satisfaction and how the influence of organizational culture on employee job satisfaction at PT. Telekomunikasi Seluler (Telkomsel) Bandung Regional.*

*The research method used is a quantitative method, with the type of causality research. The type of analysis used is descriptive. The sample in this study was a saturated sample of 48 employees of PT. Telekomunikasi Seluler (Telkomsel). Data was collected by distributing questionnaires. Data processing is carried out using SPSS 22.0 software; Its analysis tool is Simple Regression.*

*The results of this study are organizational culture at PT. Telekomunikasi Seluler Regional Bandung is very strong, with an average score of 83.47 percent, the indicator with the highest criteria can be seen in innovation and dare to take risks. Job satisfaction of employees of PT. Telkomsel Regional Bandung is high, with an average score of 73.95 percent. Organizational culture has a significant effect on employee job satisfaction at PT. Telkomsel Regional Bandung*

*Suggestions from this research is PT. Telkomsel Regional Bandung should redesign its promotion system to be more effective, by analyzing the career needs of each employee and adjusting it to the existing career path at PT. Telkomsel. PT. Telkomsel Regional Bandung should conduct disciplinary coaching according to procedures and increase employee motivation, especially external motivation.*

**Keywords:** *organizational culture , job satisfaction, organizational behavior*