

ABSTRACT
THE INFLUENCE OF ORGANIZATION CULTURE
TOWARDS EMPLOYEE WORK COMMITMENT
IN PT LAUTAN TEDUH INTERNIAGA
(MAJOR DEALER OF YAMAHA) AT BANDAR LAMPUNG

BY

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PT Lautan Teduh Interniaga (Major dealer of Yamaha) at Bandar Lampung to be private enterprise that active in canalization motorcycle brand of Yamaha at Bandar Lampung which developing good culture to every employees.

Problem that faced by PT Lautan Teduh Interniaga (Major dealer of Yamaha) is organization's weakness culture in employee commitment in job level achievement that causes the employee has difficult in working as maximally, begin from attendance level less effective that is achieve 0, 59% (table. 3) and lack of achievement in realization of target sale volume 2009, with sale volume depreciation in September as big as 77% (table. 2).

Therefore, the problem formulated in this research is whether the organization culture has positive influence towards employee work commitment in PT Lautan Teduh Interniaga (Major dealer of Yamaha) at Bandar Lampung?

Tool analysis that used is simple linear regression to see organization culture influence magnitude towards employee work commitment. Based on the calculation result is got value $y = 9,101 + 0,622x$. It means that organization culture have positive influential towards employee work commitment. Positive value in coefficient shows the connection between organization culture variable with unidirectional employee work commitment, so it can create the employee commitment. This statement is supported by determination coefficient value (*R Square*) as big as 0,387 or 38, 7%. It means that the organization culture influence magnitude towards employee work commitment as big as 37, 1%, while the rest 62, 8% explained by variable other outside organization culture. Besides that, value t-account (6,051) > t-table (2,002) and significant t-account is as big as 000. It means to answer this research hypothesis that has influential organization culture towards employee work

commitment PT Lautan Teduh Interniaga (Major dealer of Yamaha) at Bandar Lampung.

The suggestion that given to PT Lautan Teduh Interniaga (Major dealer of Yamaha) at Bandar Lampung is Company should increase organization culture to the employee and it must be able to defend organization culture in the employee with then do good connection and give facilities with example either from every higher to watch over employee work commitment continuity.