

ABSTRACT

Vanessa Delima "The influence Organizational Culture on Employee Morale in Palembang Jaya CV Anita" (under the guidance of Mrs. Dra. Sulistiawati MFS, M.Sc.)

The purpose of this study was to determine the influence of organizational culture on factory employee morale of CV Anita Jaya. The company as a whole has 46 employees, including 36 employees of the factory and 10 office employees. The subjects were employees of the plant taken CV Anita Jaya. The sample was 30 Anita Jaya CV factory employees. The analysis technique used in this study is the technique of simple regression analysis using Special Package Software and Service Solution (SPSS) Version 16.00. Based on the research and analysis of data that is processed with SPSS version 16.0 indicates that organizational culture has a significant influence on the CV Employee Morale Anita Jaya. It is based on a table 4.33 that shows the value of R Square of 20.5% and a table 4:34 also shows the significance level of 0.006. Thus, it can be concluded that organizational culture significantly influence employee morale factory Anita Jaya CV of 20.5%.

Keywords : Organizational Culture and Employee Morale