

ABSTRACT

This research aims to analyze the influence of innovative culture and supportive style of leadership towards organizational commitment. Study on employees at PT. BPR Guna Daya Boyolali.

The number of sample used in this research were 55 respondents. Sample were chosen using probability sampling technique with simple random sampling method. The analytical method used in this research is Multiple Linear Regression Analysis where previously tested the validity and reliability, then performed classical assumption that includes Normality Test, Multicollinearity Test, and Heteroskedastisitas Test.

The result of this research found that innovative culture has a positive and significant impact on organizational commitment. Supportive leadership styles have a positive and significant impact on organizational commitment.

Keyword : Organizational Culture, Innovative Culture, Supportive Leadership Style, Organizational Commitment.