The aim of the research is to analyze and prove the influence of the leader’s behavior factors to Public Credit Loan Banks (BPR) organization culture in East Java. The research is carried out in Public Credit Loan Banks (BPR) in East Java, the samples represented by BPR in Sidoarjo, Malang, Kediri and Jember municipals. The size of the sample is 108 BPR units with number of respondent are 259 respondents. Data analysis in the research is using multiple regression, supported by software SPSS 12.0 software program. The result of empirical examination indicate that participative behavior has great contribution because employee’s ability will develop significant if he is given opportunity to express his idea during decision making process.

Key Words: The Leader’s Behavior, Organization Culture