

PENGARUH BUDAYA ORGANISASI TERHADAP ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) PADA KARYAWAN DI HOTEL SANTIKA BOGOR

**Anisa Imamiyah Humairoh
Yanies Novira Soedarmadi**

Program Studi Psikologi
Fakultas Bisnis & Humaniora
Universitas Teknologi Yogyakarta
Email : anisaimamiyah69@gmail.com

ABSTRAK

Penelitian ini dilatarbelakangi oleh pertumbuhan dan peningkatan jiwa Organizational Citizenship Behavior (OCB) pada diri karyawan di Hotel Santika Bogor yang masih kurang diakibatkan oleh Budaya Organisasi yang tidak diaplikasikan dengan baik. Penelitian ini bertujuan untuk menguji secara empiris pengaruh Budaya Organisasi terhadap Organizational Citizenship Behavior (OCB) pada karyawan di Hotel Santika Bogor. Metode penelitian ini menggunakan metode kuantitatif. Subjek penelitian ini sebanyak 45 karyawan dari seluruh departemen yang terdapat dalam Hotel Santika Bogor. Teknik pengambilan sampel menggunakan teknik sampling kuota. Data penelitian ini dikumpulkan dengan menggunakan skala Organizational Citizenship Behavior (OCB) yang disusun berdasarkan teori dari Organ, Podsakoff, dan MacKenzie (2006) dan skala Budaya Organisasi yang disusun berdasarkan teori dari Robbins & Judge (2017). Analisis data yang dilakukan menggunakan teknik regresi linier sederhana. Hasil uji hipotesis menggunakan analisis regresi linier sederhana dan diperoleh angka koefisien korelasi sebesar 0,310 dengan $p = 0,038$ ($p < 0,05$), maka dapat dikatakan bahwa terdapat pengaruh variabel Budaya Organisasi (X) terhadap Organizational Citizenship Behavior (OCB) (Y). Besaran kontribusi pengaruh Budaya Organisasi terhadap Organizational Citizenship Behavior (OCB) adalah berdasarkan nilai R Square sebesar 0,096 atau 9,6%. Hal ini menunjukkan bahwa variabel Organizational Citizenship Behavior (OCB) dipengaruhi oleh Budaya Organisasi sebesar 9,6%.

Kata Kunci: Budaya Organisasi, Karyawan, Organizational Citizenship Behavior (OCB)

THE EFFECT OF ORGANIZATIONAL CULTURE ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) ON EMPLOYEES AT SANTIKA BOGOR HOTEL

**Anisa Imamiyah Humairoh
Yanies Novira Soedarmadi**

Psychology Study Program
Faculty of Business & Humanities
University of Technology Yogyakarta
Email: anisaimamiyah69@gmail.com

ABSTRACT

This research is motivated by the growth and improvement of the spirit of Organizational Citizenship Behavior (OCB) in employees at Hotel Santika Bogor which is still lacking due to Organizational Culture that is not applied properly. This study aims to empirically examine the influence of Organizational Culture on Organizational Citizenship Behavior (OCB) on employees at Hotel Santika Bogor. This research method uses quantitative methods. The subjects of this study were 45 employees from all departments in Hotel Santika Bogor. The sampling technique used was quota sampling technique. This research data was collected using the Organizational Citizenship Behavior (OCB) scale which was compiled based on the theory of Organ, Podsakoff, and MacKenzie (2006) and the Organizational Culture scale which was compiled based on the theory of Robbins & Judge (2017). Data analysis was performed using a simple linear regression technique. The results of hypothesis testing using simple linear regression analysis and obtained a correlation coefficient of 0.310 with $p = 0.038$ ($p < 0.05$), it can be said that there is an influence of Organizational Culture (X) variable on Organizational Citizenship Behavior (OCB) (Y). The magnitude of the contribution of the influence of Organizational Culture on Organizational Citizenship Behavior (OCB) is based on the R Square value of 0.096 or 9.6%. This shows that the variable Organizational Citizenship Behavior (OCB) is influenced by Organizational Culture by 9.6%.

Keywords: Organizational Culture, Employees, Organizational Citizenship Behavior (OCB)