

# PENGARUH MOTIVASI KERJA TERHADAP ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) PADA KARYAWAN STARTUP DI YOGYAKARTA

Dicky Ardiansyah Putra  
Yanies Novira Soedarmadi

Program Studi Psikologi  
Fakultas Bisnis & Humaniora  
Universitas Teknologi Yogyakarta  
Email: dickya282@gmail.com

## ABSTRAK

*Perusahaan startup mulai berguguran dengan banyaknya perusahaan melakukan PHK terhadap karyawan. Sepanjang tahun 2022, startup Zenius dan LinkAja melakukan PHK besar, kemudian disusul JD.ID yang tutup. Persaingan antara perusahaan startup semakin ketat. Hal ini mengharuskan perusahaan memiliki sumber daya manusia yang berkualitas dan berdaya saing agar menjadi salah satu modal utama bagi perusahaan. Karyawan dituntut memiliki inisiatif lebih serta bisa bekerja di luar job description dalam perusahaan startup. Penelitian ini bertujuan untuk mengetahui pengaruh motivasi kerja terhadap organizational citizenship behavior (OCB) pada karyawan startup di Yogyakarta. Subjek penelitian sebanyak 102 orang diambil menggunakan teknik purposive sampling. Metode yang digunakan adalah metode penelitian kuantitatif dengan skala likert. Skala motivasi kerja disusun berdasarkan teori Herzberg dkk, (1993) dan skala OCB berdasarkan teori Organ dkk, (2006). Teknik analisis data yang digunakan adalah analisis regresi linear sederhana. Perhitungan analisis dilakukan dengan menggunakan bantuan perhitungan SPSS 26.0 for Windows. Hasil penelitian menunjukkan bahwa terdapat pengaruh motivasi kerja terhadap OCB, dengan nilai koefisien regresi sebesar 0,807 dan nilai signifikansi sebesar 0,000 ( $P < 0,05$ ). Motivasi kerja memiliki kontribusi sebesar 57,2% terhadap OCB. Motivasi kerja pada subjek penelitian berada pada kategori sedang sebesar 68,62% dan OCB pada kategori sedang sebesar 68,62%.*

**Kata kunci:** Motivasi Kerja, OCB, Startup

# THE EFFECT OF WORK MOTIVATION ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) IN STARTUP EMPLOYEES IN YOGYAKARTA

Dicky Ardiansyah Putra  
Yanies Novira Soedarmadi

Psychology Study Program  
Faculty of Business & Humanities  
University of Technology Yogyakarta  
Email: dickya282@gmail.com

## ABSTRACT

*Startup companies are starting to fall apart with many companies laying off employees. Throughout 2022, startups Zenius and LinkAja carried out major layoffs, followed by JD.ID which closed. Competition between startup companies is getting tougher. This requires companies to have qualified and competitive human resources in order to become one of the main assets for the company. Employees are required to have more initiative and be able to work outside the job description at startup companies. This study aims to determine the effect of work motivation on organizational citizenship behavior (OCB) among startup employees in Yogyakarta. The research subjects were 102 people taken using purposive sampling technique. The method used is a quantitative research method with a Likert scale. The work motivation scale is based on the theory of Herzberg et al. (1993) and the OCB scale is based on the theory of Organ et al. (2006). The data analysis technique used is simple linear regression analysis. Calculation analysis was performed using SPSS 26.0 for Windows. The results showed that there was an effect of work motivation on OCB, with a regression coefficient of 0,807 and a significance value of 0.000 ( $P < 0.05$ ). Work motivation has a contribution of 57.2% to OCB. Work motivation in the research subjects was in the moderate category at 68.62% and OCB was in the moderate category at 68.62%.*

**Keywords:** OCB, Startup, Work Motivation