

PENGARUH KEPUASAN KERJA TERHADAP *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* PADA KARYAWAN PAMELLA DUA SUPERMARKET

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ABSTRAK

*Persaingan ritel semakin ketat, perusahaan berlomba-lomba untuk bisa memenangkan pangsa pasar. Melihat banyaknya pesaing dengan usaha serupa, baik pesaing dari ritel global maupun ritel lokal yang ada di Yogyakarta, Pamella Dua Supermarket memiliki tugas penting untuk dapat menjaga dan mengembangkan eksistensinya agar tetap unggul memenangkan pangsa pasar. Penelitian ini bertujuan untuk mengetahui adanya pengaruh kepuasan kerja terhadap *Organizational Citizenship Behavior* (OCB) pada karyawan Pamella Dua Supermarket. Metode penelitian yang digunakan adalah metode kuantitatif. Populasi berjumlah 50 Karyawan Pamella Dua Supermarket, dan menggunakan teknik *sampling nonprobability sampling* berupa *sampling jenuh*, jadi seluruh anggota populasi di jadikan sampel penelitian. Untuk menguji hipotesis dari penelitian ini, digunakan teknik analisis data analisis regresi linier sederhana dan dianalisis menggunakan software pengolahan data statistik yaitu *IMB SPSS Statistics Version 22*. Hasil penelitian menunjukkan bahwa terdapat pengaruh kepuasan kerja terhadap *Organizational Citizenship Behavior* (OCB) pada Karyawan Pamella Dua Supermarket dengan koefisien regresi sebesar 0,377 dan nilai signifikansi sebesar 0,002 ($P < 0,05$).*

*Kata Kunci : Kepuasan Kerja, *Organizational Citizenship Behavior*, dan Karyawan*

EFFECT OF WORK SATISFACTION ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN EMPLOYEES OF PAMELLA DUA SUPERMARKET

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ABSTRACT

Retail competition is getting tougher, and companies are competing to win market share. Seeing the many competitors with similar businesses, both competitors from global retail and local retailers in Yogyakarta, Pamella Dua Supermarket has an important task to be able to maintain and develop its existence in order to stay ahead of winning market share. This study aims to determine the effect of job satisfaction on Organizational Citizenship Behavior (OCB) on Pamella Dua Supermarket employees. The research method used is a quantitative method. The population is 50 Pamella Dua Supermarket Employees, and uses a nonprobability sampling technique in the form of saturated sampling, so all population members are taken as research samples. To test the hypothesis of this study, a simple linear regression analysis technique was used and analyzed using statistical data processing software, IBM SPSS Statistics Version 22. The results showed that there was an effect of job satisfaction on Organizational Citizenship Behavior (OCB) on Pamella Dua Supermarket Employees with a regression coefficient amounted to 0.377 and the significance value was 0.002 ($P < 0.05$).

Keywords: Job Satisfaction, Organizational Citizenship Behavior, and Employees