

ABSTRACT

This research aims to analyze the influence of personality, work environment and career development on organizational citizenship behavior (OCB) in PT. Citra Multimedia Indonesia - Jakarta. Population in this research is 166 people. The sample used is 117 respondents, calculated based on Slovin formula. The sampling method uses convenience sampling. The methods of data collection using survey method, with the research instrument is questionnaire. The data analysis method using Partial Least Square. The results of this study indicate that personality has a positive and significant effect on organizational citizenship behavior (OCB). Work environment has a positive and significant effect on organizational citizenship behavior (OCB). Career development has a positive and significant effect on organizational citizenship behavior (OCB).

Keywords: Personality, Work Environment and Career Development On Organizational Citizenship Behavior (OCB).



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kepribadian, lingkungan kerja dan pengembangan karir terhadap *organizational citizenship behavior* (OCB) di PT. Citra Multimedia Indonesia-Jakarta. Populasi dalam penelitian ini berjumlah 166 karyawan. Sampel yang dipergunakan adalah sebanyak 117 responden, dihitung berdasarkan rumus Slovin. Metode penarikan sampel menggunakan *convenience sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Hasil penelitian ini menunjukkan bahwa variabel kepribadian berpengaruh positif signifikan terhadap variabel *organizational citizenship behavior* (OCB). Lingkungan kerja berpengaruh positif signifikan terhadap variabel *organizational citizenship behavior* (OCB) dan pengembangan karir berpengaruh positif signifikan terhadap variabel *organizational citizenship behavior* (OCB).

Kata kunci: kepribadian, lingkungan kerja, pengembangan karir, *organizational citizenship behavior* (OCB)

