

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Perceived Organization fit* dan *Budaya Organisasi* terhadap *Organizational Citizenship Behavior (OCB)* dengan *Work Engagement* sebagai pemediasi. Objek Penelitian ini adalah Karyawan Restoran Pizza Hut Cabang Serpong. Penelitian ini dilakukan terhadap 40 responden dengan menggunakan pendekatan deskriptif kuantitatif. Penentuan sampel menggunakan teknik sampel jenuh. Metode pengumpulan data menggunakan data primer dan sekunder, dengan instrument penelitian adalah kuesioner. Pendekatan yang digunakan dalam penelitian ini adalah Analisa kausal dengan alat analisis Partial Least Square (PLS). Hasil Penelitian menunjukkan *Perceived Organization Fit* berpengaruh positif signifikan terhadap *Organizational Citizenship Behavior* pada Restoran Pizza Hut cabang Serpong. *Budaya Organisasi* berpengaruh positif signifikan terhadap *Organizational Citizenship Behavior* pada Restoran Pizza Hut cabang Serpong. *Work Engagement* berpengaruh positif signifikan terhadap *Organizational Citizenship Behavior* pada Restoran Pizza Hut cabang Serpong. *Work Engagement* memediasi secara parsial *Perceived Organization Fit* terhadap *Organizational Citizenship Behavior* pada Restoran Pizza Hut cabang Serpong. *Work Engagement* memediasi secara parsial *Budaya Organisasi* terhadap *Organizational Citizenship Behavior* pada Restoran Pizza Hut cabang Serpong.

Kata Kunci : *Perceived Organization Fit*, *Budaya Organisasi*, *Work Engagement*, *Organizational Citizenship Behavior (OCB)*

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ABSTRACT

This study aims to examine and analyze the effect of Perceived Organizational fit and Organizational Culture on Organizational Citizenship Behavior (OCB) with Work Engagement as a mediator. The object of this research is Pizza Hut Restaurant Employees Serpong Branch. This research was conducted on 40 respondents using a quantitative descriptive approach. Completion of the sample using saturated sample technique. Methods of data collection using primary and secondary data, the research instrument is a questionnaire. The approach used in this study is causal analysis with the Partial Least Square (PLS) analysis tool. The results showed that Perceived Organization Fit had a significant positive effect on Organizational Citizenship Behavior at the Serpong branch of the Pizza Hut Restaurant. Organizational Culture has a significant positive effect on Organizational Citizenship Behavior at the Serpong branch of the Pizza Hut Restaurant. Work Engagement has a significant positive effect on Organizational Citizenship Behavior at the Serpong branch of the Pizza Hut Restaurant. Partially mediating Work Engagement on Perceived Organizational Fit on Organizational Citizenship Behavior at the Serpong branch of the Pizza Hut Restaurant. Partially mediating Work Engagement on Organizational Culture on Organizational Citizenship Behavior at the Serpong branch of the Pizza Hut Restaurant.

Keywords: *Perceived Organization Fit, Organizational Culture, Work Engagement, Organizational Citizenship Behavior (OCB)*

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