

ABSTRACT

This study aims to find out the Influences Work-Family Conflict And Organizational Culture On Organizational Citizenship Behavior (OCB) Mediated By Organizational Commitment At PT Madya Utama Lima. The object of this research was conducted at PT. Madya Utama Lima is located at The Prominence Office Tower Level 28 Unit C, West Silk Road Number 1 Serpong, South Tangerang. The time of this study was conducted from June 2022 to December 2022. The Sample for this research using purposive sampling to take employee sample with the criteria 60 permanent employee at PT Madya Utama Lima. This study tested the influence between variables with SEM PLS analysis. The stages in PLS SEM analysis consist of (1) Drawing a path diagram according to the research model framework; (2) Conduct outer model tests to assess the validity and reliability of indicators in measuring their variables (constructs); (3) Assess the goodness of fit model to ensure that the processed data is fit with the estimated model so that the sample used can provide an overview of the actual population condition and (4) Testing the inner model which is the stage of testing the influence between variables as a tool to test research hypotheses. Therefore, this study results in work family conflict negatively affects organizational commitment, work family conflict negatively affects OCB, organizational culture positively affects organizational commitment, organizational culture positively affects OCB, organizational commitment positively affects OCB

Keywords: Organizational commitment, organizational culture, Work family conflict, Organizational Citizenship Behavior (OCB).

MERCU BUANA