

ABSTRACT

This research aims to examine and analyze the influence of Organizational Culture and Transformational Leadership Style on Organizational Commitment and Organizational Citizenship Behavior (OCB) at PT Penida Kreasi Persada – Jakarta. The research was carried out by distributing questionnaires and the research population came from employees of PT Penida Kreasi Persada - Jakarta with a population of 45 employees, with a sample of 45 employees (saturated sample). The analysis method uses the Structural Equation Model approach (with Smart PLS 3.0 analysis). The conclusion of the research is, organizational culture has a significant positive effect on organizational commitment, organizational culture has a significant positive effect on organizational citizenship behavior, transformational leadership style has a significant positive effect on organizational citizenship behavior, leadership style transformational has a significant positive effect on organizational citizenship behavior, transformational leadership style has a significant positive effect on organizational citizenship behavior, transformational leadership style has a significant positive effect on organizational citizenship behavior, and transformational leadership style has a significant positive effect on organizational citizenship behavior. has a significant positive effect on organizational commitment, Transformational leadership style has a significant positive effect on Organizational Citizenship Behavior, and organizational commitment has a significant positive effect on Organizational Citizenship Behavior in employees of PT Penida Kreasi Persada - Jakarta.

Keywords: Organizational Culture, Transformational Leadership Style, Organizational Commitment, Organizational Citizenship Behavior

MERCU BUANA

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Budaya Organisasi dan Gaya Kepemimpinan Transformasional terhadap Komitmen Organisasi dan Organizational Citizenship Behavior (OCB) di PT Penida Kreasi Persada - Jakarta. Penelitian dilakukan melalui penyebaran kuisioner dan populasi penelitian berasal dari karyawan PT Penida Kreasi Persada - Jakarta dengan jumlah populasi 45 karyawan, dengan sampel sebanyak 45 karyawan (sampel jenuh). Metode analisis menggunakan pendekatan Structural Equation Model (dengan analisis Smart PLS 3.0. Kesimpulan penelitian bahwa, Budaya organisasi berpengaruh positif signifikan terhadap komitmen organisasi, budaya organisasi berpengaruh positif signifikan terhadap *organizational citizenship behavior*, gaya kepemimpinan transformasional berpengaruh positif signifikan terhadap komitmen organisasi. Gaya kepemimpinan transformasional berpengaruh positif signifikan terhadap *organizational citizenship behavior*, dan komitmen organisasi berpengaruh positif signifikan terhadap *organizational citizenship behavior* pada karyawan PT. Penida Kreasi Persada - Jakarta.

Kata Kunci: Budaya Organisasi, Gaya Kepemimpinan Transformasional, Komitmen Organisasi, *Organizational Citizenship Behaviour*

