

ABSTRACT

Organizational Citizenship Behavior (OCB) is a unique aspect of the individual activities in the workplace. The organization will be successful if employees do not just do the main task, but also willing to do extra tasks such as going to work together, please help, give advice, participate actively, providing an extra service to service users, and would use his time effectively. OCB is prosocial behavior or extra precautions that exceed a specified description of the roles within the organization or company. In this study, the issues to be discussed is how to influence organizational culture, organizational commitment and job satisfaction of Organizational Citizenship Behavior (OCB).

The research was conducted using primary data obtained from questionnaires given to the respondent. The study population is an employee of Hotel Grand Saraswati Semarang as many as 45 people and Semarang Hotel Royal Phoenix 32 people so the total numbers of employees 77 people. Sampling methods to be used in this study is the method of taking a census of all members of the population as a sample in the study. The analytical method used is multiple linear regression.

From the analysis and calculations have been performed, it can be seen the results and conclusions as follows: organizational culture, organizational commitment and job satisfaction have a positive influence on Organizational Citizenship Behavior (OCB). The magnitude of these three variables the coefficient of determination of Organizational Citizenship Behavior (OCB) is equal to 0.557. This indicates that 55.7% of the variation that occurs within variable Organizational Citizenship Behavior (OCB) is jointly influenced by variables of organizational culture, organizational commitment and job satisfaction. While the rest of 44.3% is affected by factors beyond those factors.

Keywords: organizational culture, organizational commitment, job satisfaction, Organizational Citizenship Behavior (OCB).