

ABSTRACT

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THE INFLUENCE OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR TOWARDS BUSINESS PERFORMANCE AT PT. SEHAT GLOBAL OTOMOTIF IN MEDAN

(xii+9 pages; 3 figures; 26 tables; 5 appendixes)

The purpose of this research is to find out the influence of organizational citizenship behaviour towards business performance at PT. Sehat Global Otomotif.

Organizational citizenship behavior is an individual behavior that is discretionary, not directly or explicitly recognized by the formal reward system and promotes the effective functioning of the organization. Business performance is an ability to achieve such results in a certain period of time.

The writer decided to use quantitative descriptive and casual associative method in this research. The research instrument is survey or questionnaire. The population consists of 335 employees. Meanwhile, sample of this research is 50 respondents by using simple random sampling method. The data will be tested through validity test, reliability test, descriptive statistic, coefficient correlation test, determination test, simple linear regression test and z-test hypothesis testing.

The result from counting the coefficient of correlation is 0.607, coefficient of determination test is 36.8%, simple linear regression ($Y = 6.698 + 0.655X$), and Z count is 4.249. Meanwhile, Z-table is 1.96. Based on the hypothesis testing, H_0 rejected, H_a accepted because Z-count is bigger than Z-table

The hypothesis test showed that there is a positive influence between organizational citizenship behavior and business performance at PT. Sehat Global Otomotif.

Keywords: Organizational Citizenship Behavior, Business Performance

References: 18